December
1929

The Jobber's Salesman

The magazine of electrical wholesaling

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The Jobber's Salesman

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H. W. Barclay

has joined the organization of the Electrical Trade Publishing Company as merchandising counselor. Mr. Barclay formerly represented the Reading Steel Casting Company in the Chicago district and for the past five years has been in contact with middle western distributors in the mill supply field. He is a graduate of Ohio Wesleyan University and an associate member of the Western Society of Engineers.

H. R. Mosnat

has also joined our staff, heading up the Research Department. Mr. Mosnat has had a great deal of experience in editorial and sales promotion work, having served with the American Lumberman and the Breeders' Gazette. He is a graduate of the University of Iowa and spent one year in the Harvard Law School.

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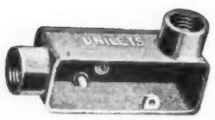

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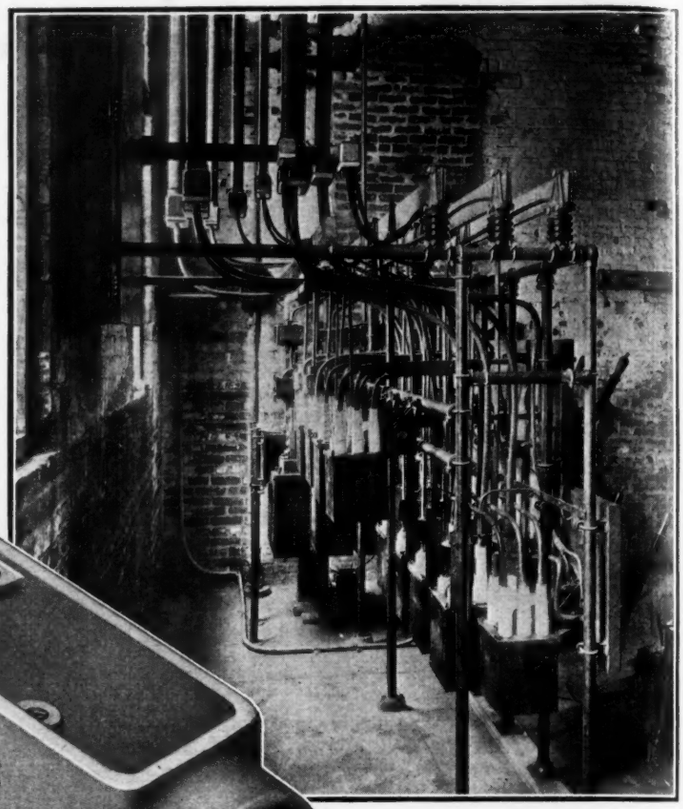

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Intimate Glimpses of EXECUTIVES

THE STERLING ELECTRIC COMPANY

W. E. Stephenson, Secretary-Treasurer *John W. Helm, President* *E. A. Lindquist, Purchasing Agent*

THE Sterling Electric Co., Minneapolis, was organized in 1906 under the name of the Minneapolis Electric Motor Co., the name later being changed to the Sterling Electric Co. Previous to that time the executives of the company had considerable contact with the industry.

John W. Helm, president, was for 20 years in charge of the electrical and mechanical departments of the Pillsbury Flour Milling Co., in Minneapolis.

W. E. Stephenson, secretary-treasurer, began his electrical experience with the Electrical Engineering & Supply Co. of St. Paul, which was organized in 1889, and which was moved to Minneapolis in 1893.

Ernest A. Lindquist, purchasing agent, of the younger generation, has been with the company for the past ten years, having served his apprenticeship with the Tri State Telephone Co. in the independent telephone industry.

The company has been in its present location since 1908. In the early days, orders as far west as Calgary were frequent, but with the development of the business, distributing points have become centralized. The territory now covered is Minnesota and northwestern Wisconsin.

From a total crew of about ten people, the business has expanded so that at the present time it employs in excess of 100. The company operates a combination business. In its mechanical department it specializes on large industrials. The jobbing department handles the electrical supply line, specializing on "Kelvinators," "Easy" washers, "Silent" oil burners, "Radiotron" tubes and Sterling radio sets.

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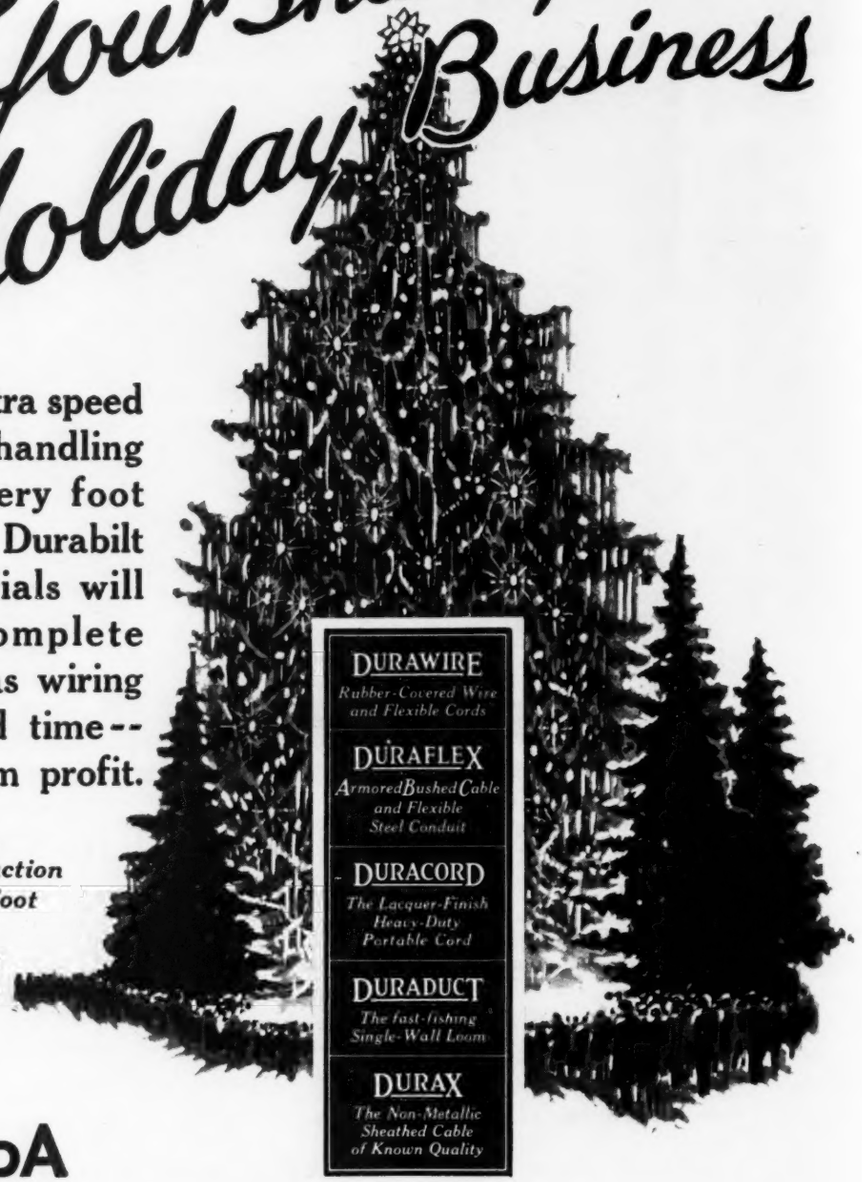

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The Jobber's Salesman

The magazine of the wholesale electrical distributor and his salesmen

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Convention Expresses CONFIDENCE in 1930

Wholesalers Anticipate Good Year. Lamp and Lighting Division Presents Outstanding Reports. Credit Control Plan on Way

GEORGE CULLINAN, chairman of the National Electrical Wholesalers Association, laid his finger directly on the reason why 1930 should be a good year when he stated, in his opening address that "The release of credit through liquidation of securities must stimulate building operations which in turn will provide markets for electrical jobbers."

He recalled, too, that back in 1921, when a previous break was experienced, wholesalers had on hand well over twice as much stock as they have today; consequently the shrinkage is nothing compared to what it was at that time. He also felt that the tariff question, once settled, would eliminate the uncertainties of distribution problems faced at present by the manufacturers.

On the subject of radio, he attributed the slowing up of business to the fact that each radio manufacturer thought he was going to dominate the market, and in order to do so, went into over-production. Mr. Cullinan sounded a warning to the wholesalers that they should not confuse their jobs with that of the manufacturer who wants to "buy" the market.

The outstanding thought, however, in Mr. Cullinan's address was his "hint" on the way to make money. "Watch your expense of operation," he said, "Operate in logical trade areas, and analyze your customers' accounts to see if they represent profitable business."

He was particularly emphatic over the necessity for reducing the size of the organization in the average wholesale house and he cited two cases to prove his point. One jobber found it necessary to maintain an organization of 131 people to handle his volume of business. An investigation of the set up of the organization showed that it had six departments, and in the departments was found the

weakness. Each one had, of course, a manager. He, in turn, felt he should have an assistant manager. Not content with that, a buyer was installed, a secretary secured and a clerk maintained—a total of five people to run a single department in a jobbing house.

Another jobber doing the same volume of business found that it could be handled efficiently and satisfactorily with a staff composed of 66 people.

One company cited by Mr. Cullinan, cut its organization from 87 to 54 and in doing so improved rather than spoiled its ability to render service. "It is absolutely essential that wholesalers give serious thought to this angle of their business," concluded Mr. Cullinan.

The convention proper which was devoted, in the main, to discussion rather than to prepared papers proved most fruitful. The outstanding report submitted was that of the lamp and lighting division. It was in printed form and divided into two parts "Market Study" and "Better Selling."

The "Market Study" section gave: The object of market analysis; specified reasons why it should be continuous; pointed out the potential as well as the existing business; indicated the sources of information for such market analysis, and gave vital facts on both the dealer and consumer field concluding with a suggested analysis of the lamp business.

The "Better Selling" section broke down their report into 10 subjects as follows: Changing conditions; a bright future for the lighting business; general facts about the lamp business; the agency plan of lamp distribution; lighting business requires direction; lighting business must have the active support of salesmen; building dealer lamp business; cultivating consumer lighting business; selling lamps of proper voltage, and the importance of proper wiring.

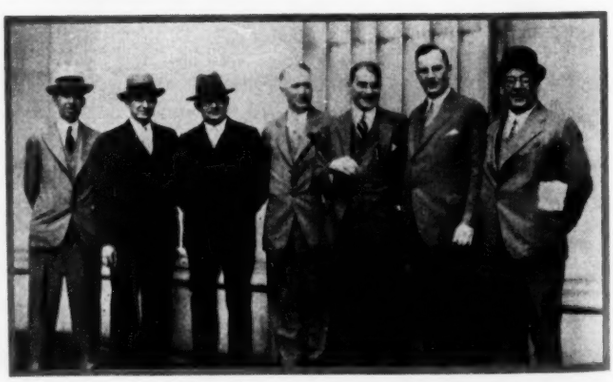
The reports are too voluminous to be quoted here, but arrangements are being made by the Association to get copies into the hands of all members at an early date.

Too much credit cannot be given this particular division for the time and effort it put into the preparation of this material.

Following this report, G. S. Merrill, illuminating engineer of the National Lamp Works, gave a most interesting talk on the "Effect of Under-Voltage Burning on Lamp Sales."

E. J. Coyle, general chairman of the wiring supplies division, in making his report, reminded the members that after all, supplies were still a major part of the business and should not be neglected in any particular. It was the consensus of this section that if the manufacturers would supply the opportunity, the wholesalers could develop, both economically and effectively, the many outlets existing for supplies. The sales force with the aid of the manufacturer could render a real service to users, provided it was educated properly and provided also, that it was asked to sell as few conflicting lines as possible. With a complete stock of the lines the jobber may select, and with the salesmen thoroughly conversant with such lines, this plan should result in a better selling job for the manufacturer. The adoption by the Association of a standard form of sales manual for use in training salesmen was urged by this section.

Several progressive recommendations were made by the radio division in its report. It felt that the wholesaler should increase his sales force during the months of the year when radio volume was at its maximum. It felt as well that



radio should be handled on "exclusive territory" basis by wholesalers and they, in turn, appoint only authorized dealers.

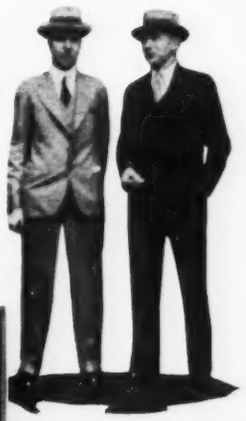
It recommended that the sales force be trained to instruct dealers in sales methods, that it interchange ideas with its customers, and that it persuade its dealers to set aside a day of the week as a telephone or solicitation period with all efforts concentrated in that direction.

One of the outstanding recommendations made by the radio division was that a standard discount be granted dealers who function as real merchandisers with a charge to the dealer if it is necessary that one or more of such functions as servicing or selling has to be taken over by the wholesaler. For instance, a dealer having a fine display and large traffic might be weak in selling and, consequently, perfectly willing to pay a selling service charge of 12½% or 15% to be relieved of this portion of merchandising. In this way the party performing any service is properly repaid for his work.

It was the committee's opinion that mass production having been solved, wholesalers must now develop mass selling.

The committee was requested to secure some data on the future of the short wave set, and also whether there is any possibility of a revival of speaker sales.

The outside construction materials division felt that the wholesaler must make known his ability to quote and to serve on this class of material in order to secure his portion of the business. He must show, particularly to the holding companies, the advantages to be gained for local properties by supporting the territorial distributors—he can do so by pointing out the service to be had, the reduction in investment, the lowered handling and warehouse expense, in short, the economies to be secured by such a policy.

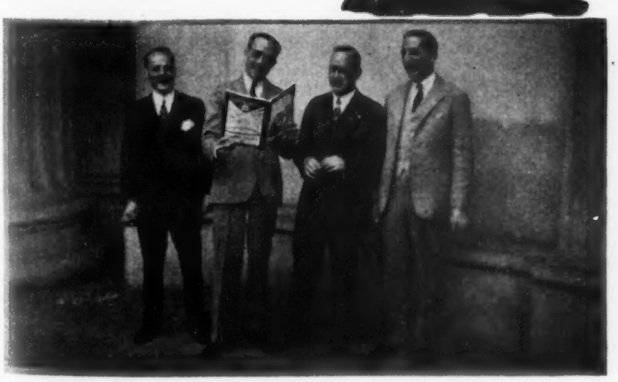


Better selling means better stocks if this business is to be held. Such a stock in time of emergency is of immeasurable value and such a stock on hand at all times is a most convincing argument to present to such companies.

Another report of interest was that of the merchandising division. The "Better Selling" section suggested that dealers be taught the value of presentable stores with proper display rooms and windows. It recommended that dealers "take a tip" from the chain stores, tagging and pricing their merchandise for the convenience of their customers. It was felt, too, that both low priced and higher priced lines be carried both for comparison and to reach all pocketbooks.

It was believed that advertising on washing machines should be directed toward the home owners in small communities rather than to those in large cities who, dwelling in apartment buildings, are not really interested in such a product as they have no room for it.

The proposed credit plan was discussed by D. T. Ackerly, Esq. He pointed out that the N.E.W.A. had too many problems for it to take over the actual credit work, and that as a consequence the plan which is practically ready would be submitted both by the National Electrical Credit Association and the National Association of Credit Men at an early date. The plan for the present will be confined to contractors.



W. W. Williamson, vice-president of the Alpha Electric Co., New York, read an excel-

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Apply Retail

If There Is Any Place Where Marketing Methods Are Thoroughly Tested, It Is in the Retail Field. Wholesalers Can Apply Such Methods to Their Own Business

By N. GERTLER

Gertler Electric Co., New York

RETAIL merchandising methods can be applied successfully to wholesale selling. The retailers sell to millions, where the wholesalers sell to thousands. Otherwise the two fields differ little. This is especially true now that the retail merchant is buying a greater quantity of his merchandise locally and is giving more careful consideration to the wants of the public, that these wants may be properly interpreted to the wholesaler and manufacturer.

If there is any place where marketing methods are thoroughly tried and tested, it is in the retail field. Perhaps the outcome of these many experiments may be found best displayed in the department and chain stores. The essentials of this method of merchandising are in choosing the proper location for one's store and in attractively displaying one's wares. The points are never overlooked.

We had this very thoroughly in mind when we decided to open our third store, a branch serving Queens County, N. Y., so we made our plans in accordance with the latest merchandising methods we could obtain. These were naturally of a retail nature.

First, we took considerable care in selecting a location. A desirable territory should be of the growing type, especially as to the enlargement of established industries and commercial enterprises. It should be surrounded with a corresponding number of good class homes. The number of dealers in the immediate locality should be sufficient to support a supply house. We find this number to be between two hundred and fifty and five hundred dealers. This does not take into consideration the dealers in the surrounding territory who will become customers eventually. Another point is that of obtaining a central location easily reached.

Interior of the salesroom of the Gertler Electric Co. The counters display practically every line of equipment handled. Storage space for surplus merchandise is provided for by shelves in the counters. The one set of high shelving in the rear of the store is used to display merchandise not suitable for counter arrangement.

After obtaining a suitable location, we set about designing the store along lines quite similar to those used in the modern department store. The entire center floor of the store is fitted with steel counters, the tops of which are divided into small sections displaying practically every type of merchandise in stock. Storage space for surplus merchandise is provided on shelves in the counters, so that each counter is self-containing. Immediately at the rear of the counters is a long counter on which wrapping and billing is handled. Back of this counter, along the wall of the sales room, is the one and only set of shelving in the store. On this are stocked and displayed the various products which are not suitable for display on the tables, such as miniature lamps and appliances of the bulky type. Back of this room is the shipping and receiving department

Selling Methods to Wholesale Merchandising

which is equipped with modern facilities for off the street loading. Here, also, is stored in convenient racks all conduit, wire and other electrical commodities which are not of the displayable nature.

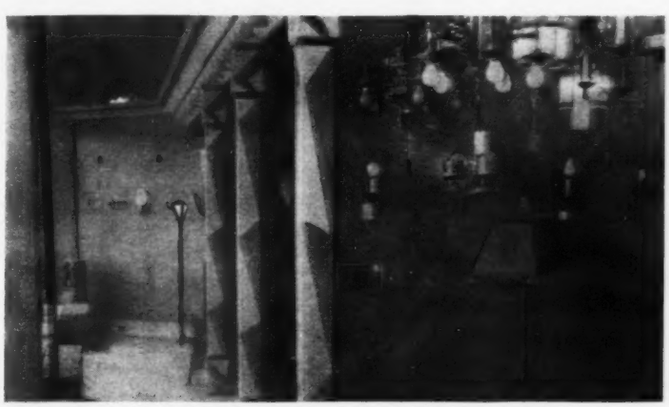
In the front of the store, enclosing the spacious windows, are the fixture display rooms. In other words the windows are actually divided into separate rooms in which are displayed fixtures, portable lamps and appliances. These rooms are separated or set back from the window glass leaving an aisle down which customers may pass when inspecting the fixtures. Each room is devoted to a particular type of fixture thus eliminating any possibility of clash in design or color.

Along the back of the fixture display rooms on the store interior side are arranged in separate compartments the more staple class of fixtures and portable lamps, desk lamps, etc. In this way these fixtures are brought to the attention of anyone calling for wiring supplies and who would be liable to want this class of fixtures.

We have found this arrangement for displaying merchandise surprisingly satisfactory. A dealer comes in to buy wiring supplies and he, naturally, looks over the tables. He invariably finds something which he wants or can use. The display counters are thus a continual sales inducement to our customers. It is a daily occurrence to have someone come in and say—"Here is something I have been looking for, for some time, and did not know it was available." This is certainly adequate proof that very few in the electrical industry are acquainted with the thousands of items which are available for their use.

We have also found this counter method of display and storage most satisfactory in making up orders. A new clerk soon gets acquainted with the many items which he has to handle, and in filling an order he can easily find things with which he is not familiar. The counter arrangement is also a time saver, as the clerk does not have to run up and down sliding ladders to obtain material.

Staple fixtures, portable lamps, desk lamps, etc., are displayed in separate compartments along the wall of the sales room. These are the fixtures most likely to be purchased by the person buying general electric supplies and who would naturally be examining the devices on the counters.



Fixture display rooms form the window display. This picture looks down the aisle between the windows and the fixture display rooms.

The fixture display room arrangement permits one to easily see the complete line of the latest type of fixtures without even entering the store. A good deal of care is given to the arrangement of these fixtures. This is done as artistically as possible and in a way to catch the eye. At the same time no additional window dressing is necessary, as the display rooms are the windows.

It has long been known that a person in a window is one of the surest ways to draw attention to that window. With this arrangement when a customer comes in to select fixtures he does so in the window. This feature alone adds a

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WATCH *the* So-Called Trifles in Your Selling

Many Times An Apparently Insignificant Factor Marks the Difference Between Getting And Losing the Order

By H. H. JOHNSTON

Vice-President and Sales Manager, The William T. Johnston Company, Cincinnati, Ohio

I THINK all will agree with me that selling merchandise is a hard enough job without assuming a flock of additional and unnecessary handicaps. When a man walks in to sell a buyer he faces certain natural and expected obstacles in the shape of competition, indifference, lack of demand, politics and the like. Therefore, it is important that he check up his sales method from start to finish, in order to include everything of benefit and eradicate all moves that have proved detrimental.

The tendency of a live salesman is to put tremendous energy into the sales talk and strain every nerve toward getting an order. This is quite all right if it has been preceded by the right kind of preparation and approach, otherwise it is usually just wasted breath. Here is where all the little errors of omission and commission come in—they are petty enough to be easily forgotten, yet important enough to do a lot of damage in the form of lost business.

In describing and emphasizing the following routine faults in selling, due consideration has been given the fact that they do not apply to every salesman. As a matter of fact they occur usually among men who call on a large list of big buyers—buyers who are continually solicited by hundreds of salesmen. This only makes it all the more important to watch the little things in order not to miss any sales.

First, if it is an initial visit, or if there is the slightest doubt, care should be taken that the buyer knows exactly who his caller is, and what house he represents. I have found that the warmth of a buyer's greeting has nothing to do with his memory. You cannot assume that a buyer knows you after several weeks or months just because he gives you a hearty handshake. Quite likely he is covering up his embarrassment. So I take no chances, but make sure that I am identified at the beginning. It may sound improbable that many salesmen would call time and again without handing the buyer a card or telling their names, but I will cite the case of a buyer for a large railroad who told me that fully 25% of the salesmen who call are unknown to him, both as to name and connection. The salesman will breeze in and say cheerfully: "Hello, how are you? Need anything in my line? Nothing stirring, eh? Well, bear us in mind." All the while the poor purchasing agent sits there sweating. He hasn't the slightest idea who the fellow is, although he usually remembers that he has been there before. He should be told, positively, just who the salesman is.

ANOTHER thing often neglected by the salesman is making the buyer acquainted with his house. This will help him close deals more quickly because the place from which the goods are to come is a known quantity. Now, it only requires a few words for the salesman to make himself known, but selling his house to the customer takes much more. It may be an organization of great size and dignity and yet be a mystery to most of the buyers, at least so far as service and methods are concerned. By talking about his

"You cannot assume that a buyer knows you after several weeks or months just because he gives you a hearty handshake."

house, by calling attention to its activities, and by giving literature and catalogs to prospects, the salesman brings them a better knowledge of his firm.

I learned long ago that the best of us overlook a bet now and then on keeping our goods constantly before buyers. It is good business on any salesman's part to keep pounding away until his customers are fairly familiar with all the lines sold by his house. This applies even to material they are not buying at the time. Needs are constantly growing and changing and you never know when a prospect will be in the market for something you have that has not been mentioned. To illustrate, if we took on a new line of wheelbarrows, I would see that all of our customers received literature, not just the ones I knew used wheelbarrows.

THE value of giving customers a complete story of our goods was brought home to me one time when I called on a good account and found he had bought an electric drill from a competitor. Of course I asked him frankly how it happened that he had not purchased it from us. His answer was that he did not know we carried them. That was some time ago, but something similar is likely to happen even today. In fact, I had another later case where an auto headlight factory bought a shaper elsewhere, not knowing we had them. Personally, these lessons were very valuable because they made me cautious to prevent other lost sales from the same cause. Sometimes it seems like wasted effort to keep telling plant buyers of items in your stock for which they apparently have no use. But it only takes a few words and a few seconds of time here and there, and when it bears fruit the sale is usually large enough to constitute a real reward. Make it a rule never to assume that the buyer knows your whole line.

The plant buyer has the kind of a job where he cannot afford to overlook any good device or material which will better conditions and save money for his employers. For this reason the giving out of circulars and information covering your lines is a pretty sure way to get a chance at every new requirement that bobs up. Samples are particularly helpful, as they are carefully examined and retained for future reference. Furthermore, I never knew a plant buyer who was not glad to look at a new article. For this reason I have made every effort to sell our men on the value of taking something new on each trip and skillfully attracting the customer's attention to it. It has worked to the extent that many buyers have got the habit of asking: "Well, what's new this time?"

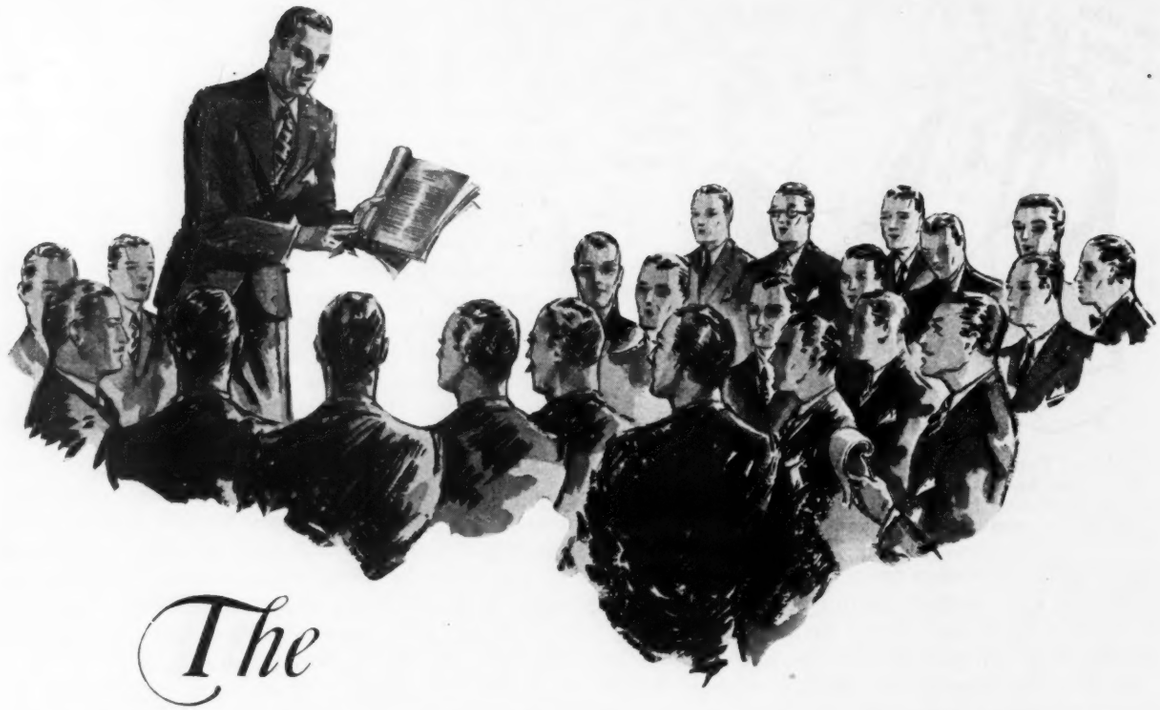
GIVING customers useful information and finding new uses for specialties often brings extra business. As an example, one of our men got up at a weekly sales meeting and told how he had sold a paint-spraying outfit to a dry cleaning establishment by showing the proprietor how to spray the cleaning fluid over the garments. The rest of the boys promptly tried it out and the result was 20 sales that otherwise probably would not have been made.

Another routine feature of the sales effort that is many times sadly neglected is sticking to business, at least to the extent of not getting side-tracked and have the sale wither away and be forgotten. It is, of course, necessary to be pleasant and speak of other things than the matter in hand, but the salesman should never lose sight of the main object of his call—to sell the customer and get a definite order.

In this connection a plant buyer told me that a certain salesman, not in the mill-supply business, had called on him for over six months. He was selling oil, and good oil it was, and he put over its quality in fine style. But, much as he had talked about oil, he had never asked this buyer for an order! "I'm just dying to try that oil of his," concluded the buyer, "but I'll be darned if I'll open up until he asks me definitely for an order." We had a similar case in our firm, a

"I have made every effort to sell our men on the value of taking something new on each trip."

fine chap named Hiram. He seemed to have everything a salesman should have, but somehow did not turn in the right amount of business.

Knowing that Hiram was a good boy I felt there must be some special reason for his falling short in business. An investigation confirmed this guess. Several customers gave practically the same reason, but the last one expressed it the best. "Hiram is a fine fellow," said this buyer, "but when he comes in here he talks all the way through *(Continued on Page 70)*

The Jobber's Salesman Hour

Wholesalers Arranging for Time on Their Sales Conference Programs. Sales Manual a Popular Feature of Meetings

President Hoover States "It Is Action and Not Words Which We Need in Times of Economic Disturbances." Impress That Thought on Your Men at Your Sales Conferences.

DURING the holidays, when wholesalers in general find business has temporarily quieted down, it has been the custom to hold general sales conferences. However, electrical and radio developments have come so fast during the past 10 years that such conferences are becoming increasingly complex. Sales managers would, of course, like to have all their suppliers represented on their programs as was the case in the past, but it is impossible. Manufacturers, too, who a few short years ago covered sales meetings of all their distributors have likewise found it impossible to be present at all of them. Lack of time and man-power has changed the complexion of these conferences. Today, room on the program is found for only the largest suppliers, and still the sales manager is faced with the necessity for "keying" the men for another year's effort in all lines.

THE JOBBER'S SALESMAN stepped in four years ago with a plan which has solved the difficulty and how well it has solved it is proved in the number of jobbers and jobber's salesmen who take part in the plan each year. The average is around 125 jobbers, and 1500 jobbers' salesmen.

Obviously, manufacturers, were they present at all sales conferences would discuss their new products, advertising plans, and problems for the coming year. The plan, therefore, takes its cue from that thought. Manufacturers have been urged to so word their copy appearing in this issue as to cover those same points on products, advertising plans and problems.

During THE JOBBER'S SALESMAN hour, these advertisements are read by the sales manager and commented upon by the salesmen. In addition, a "Sales Manual" is placed in the hands of the sales manager. It contains amplified state- *(Turn to Page 62)*

The Electrical Wholesaler in LONDON

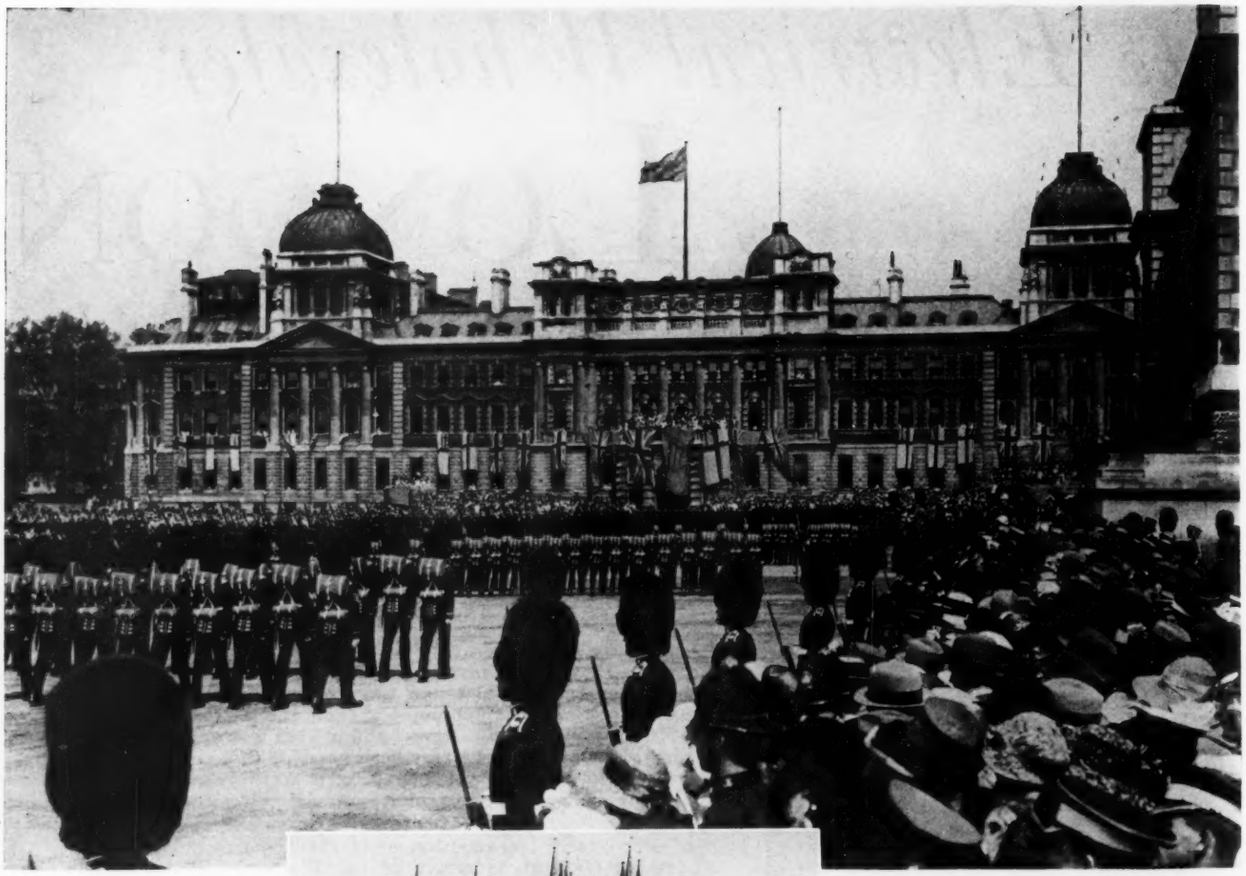
Some Impressions Gained by W. R. Herstein About London and Its Electrical Wholesalers' Federation on a Recent Visit to That City

J. W. McKAY: After leaving the South Wales University entered the electrical industry. Was for several years resident engineer in South Wales and the West of England for the Brush Electrical Engineering Co., and the British Traction Co. Later joined "Daily News" and in 1909 was appointed advertising manager for the Northern area for that paper. During the war rendered valuable service in the production of munitions and organization of war funds. After the war was appointed British trade adviser at the German Embassy. Pioneer of overseas transmission of market reports by wireless. Appointed General Secretary of the Electrical Wholesalers' Federation in June, 1926. President of the Clan McKay.

WHILE in London I called on Mr. J. M. McKay, general secretary of the Electrical Wholesalers Federation. Mr. McKay, incidentally, deserves a whole chapter to himself. A tall, sturdy Scotchman, he is head of the Clan McKay (he pronounces it McKie) and in his native Highlands is known as "The McKay." He was the soul of courtesy, but berated me soundly for not calling on him until the day before my departure from London and also for giving the waiter a half crown tip when a shilling would have been ample.

It is difficult to contrast electrical jobbing conditions in England with those in America. There is no basis for comparison. In England, they build solidly, mostly of stone, and buildings last for generations. For instance, in Oxford I noticed electricians wiring the Bodleian Library. This is, I think, England's most important library. So precious are its ancient manuscripts that heretofore no artificial lighting has been permitted, though the brief hours of winter daylight made this a hardship on Oxford students. The difficulty of this wiring job may be grasped when it is remembered that the solid stone walls of the Bodleian Library were just about finished when the Pilgrims stepped ashore at Plymouth Rock. The walls of Warswick Castle, some of whose rooms are electrically

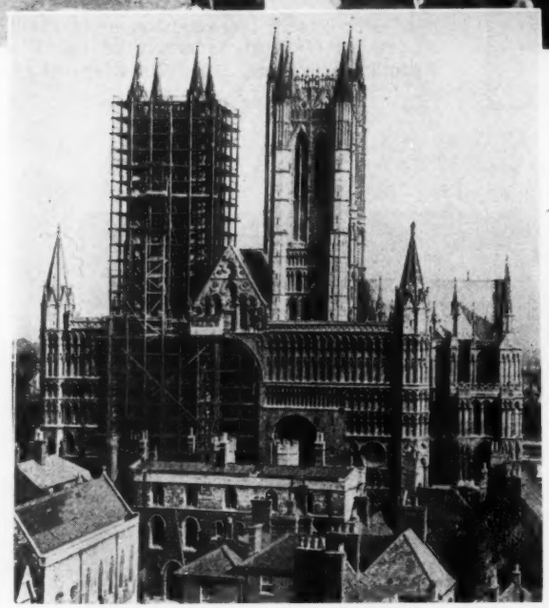
W. R. Herstein



The Horse Guards' Parade on the King's Birthday. Picturesque London Has Its Problems for the Electrical Industry.

lighted, are from six to twelve feet thick. I hope the contractor who took that job made a profit, though it may be doubted.

It is not the difficult problem of the wiring job, however, but the scarcity of new buildings, that confronts the trade. The enterprising realtor and speculative builder seem to be unknown, outside of London; and the sale of wiring material is thus limited to the expensive enterprise of wiring the old buildings, whose original constructors never dreamed of plumbing, central heating systems, of lighting more advanced than whale oil. A consequence is, also, that the field for the sale of appliances is narrowed. During my stay in Scotland and England, I failed to notice a single advertisement of electrical household conveniences except vacuum sweepers and these of American make.



The Walls of the Lincoln Cathedral Show the Wear of the Years. It is Difficult to Wire Such Structures.

But in respect of competition—competition of jobber versus jobber, manufacturer against jobber, and central station against everybody, the parallel with American conditions is amazing. To all this British competition should be added that of the Germans.

To make clearer, the Electrical Wholesalers Federation contains 56 members. One of its avowed objects is to combine their purchasing power to obtain rebates from manufacturers, in which it succeeds to a limited extent. Another object is "to control the marketing of all electrical goods so that they shall be distributed through the legitimate trade channels by recognized electrical traders;" and another, "to enforce agreed selling conditions and report evasions whether by wholesalers, retailers, importers or manufacturers." Despite these laudable purposes and other practices which may be adopted in a land that knows no anti-trust laws, the jobbers are not happy.

It appears that three or four very large British manufacturers operate their own jobbing houses and, as a rule, it is found, *(Turn to Page 81)*

Side Lines

"It Seems That Each of the Businesses Which John Smith Tried on the Side Has Been Very Good to the People Who Stayed With it on Full Time"

Says Bruce Barton

THIS is the business record of John Smith, who is now forty-one.

He started work on a newspaper, and while he was there, he pieced out his income by selling real-estate. Then he transferred into the bond business and sold insurance on the side.

He is now selling wall-paper, which, according to him, is such a poor job that he has to carry samples of floor-wax and a patent attachment for radiators in order to keep going.

John is honest and hard-working. His complaint about the meager returns which the business world has given him caused a friend of mine to make an investigation. It revealed the following facts:

One of the men who started on the newspaper with John Smith is now part owner of the paper and has an income of more than twenty-five thousand dollars a year.

Real-estate has steadily advanced in the city where John Smith played with real-estate as a side-line, and a number of real-estaters, no older or smarter than John, are now very well-to-do.

Both the insurance business and the bond business have prospered in John's old town, providing automobiles and comfortable homes for several men who were formerly his colleagues.

As for wall-paper, I myself happened to be riding with the sales manager of a wall-paper company a few days after hearing John's story.

"I understand your business is a poor business," I said. "Does anybody ever make a really good thing out of it?"

Said he: "Old Adrian Meeker is the best answer to that. He worked for us as a salesman for twenty years. Hard territory his was, too. The other day he retired with one hundred and fifty thousand dollars and took his family out to California."

So it seems that each of the businesses which John Smith tried on the side has been very good to the people who stayed with it on full time.

J. C. Penney told me the other day about a young man who might have been one of his first partners. The young man played the trombone and was compelled to leave the store early every night because he made five dollars a week by tooting his horn in an orchestra. He is still tending store in the daytime and tooting at night. Mr. Penney is the head of more than eight hundred stores.

There are men who have made fortunes by running bootblack stands, by buying junk from automobile factories, and even by contracting with a city to collect its garbage. Almost any business seems to be a good business if a man gives it all he's got.

But the side-line is the slide-line.

This is number 116 in our series of sketches of prominent wholesalers

Men You Should Know

W. M. Hogan

General Manager, Great Northern Electric Appliance Company

THE old home where W. M. Hogan was born in St. Paul, Minnesota, May 2, 1889, is still standing and is only a couple of miles from his present place of business.

He attended grammar and high school, and while he had more or less of an open mind about his life-work, he is one of those who took an early liking to the electrical business. His first definite ambition in this line was to become an electrician—he wanted to be an honest-to-goodness pliers and hacksaw manipulator, doing the practical work.

Although this was sidetracked, his preference for electricity as a vocation was so strong that he has never been in any other line—it has truly become his life work. He entered the business at the age of 18, ready and willing to serve whatever apprenticeship was necessary, but with high aims from the start.

He Is a Good Mixer

W. M. HOGAN has always been an excellent mixer and organizer without being effusive or making much fuss about it. The people he comes in contact with know instinctively that he is sincerely desirous of being on good terms with them to the end that business may be transacted happily and successfully. He can see all angles of a question in record time and in his discussions and negotiations he never rudely thrusts aside the other fellow's viewpoint. This holds good through all his activities and explains why he makes a good executive—he always leaves them laughing when he says good-bye.

Mr. Hogan was offered his first job by a friend of his father's, F. B. Thompson, then president of the Northwestern Electric Co. At that time the firm was primarily a sales agency for lamps and motors, with motor repairs and wiring as natural adjuncts to the sales end. His training at this stage was in office work, which brought him into close contact with electrical terms and methods.

With the change in the company name to the Northwest Electric Equipment Co., came expansion, along with a definite but natural change in operating policy. For now the firm developed into a combination wholesale and contracting business, widening its activities and territory in accordance with its natural growth.

After going through the various departments and absorbing the general routine, Mr. Hogan was promoted to road salesman and continued this work for two years, operating in northern Minnesota and North Dakota. He stayed 10 years with the company and the last two years of this period he spent as manager of the supply department of the firm's Minneapolis branch, which was known as the Minneapolis Electric Equipment Co.

By this time he saw the possibilities of electrical merchandising and when he left the Minneapolis Electric Equipment Co., it was to go in business for himself. He launched the Home Appliance Co., in the Endicott Arcade building, selling, at retail, washing machines, ironers, vacuum cleaners, and gas appliances in addition.

No doubt Mr. Hogan's wholesale training had engendered a strong preference for that phase of the business, for after a year he sold his interest in the Home Appliance Co., to reenter the jobbing field. He accepted the position of sales manager for the J. B. Terry Co., Cedar Rapids, Ia., which afterwards became the Terry-Durin Co.

After about two years in the above position, Mr. Hogan went to Duluth to become manager of the electrical department of Marshall-Wells & Co. He found his experience with that company intensely interesting because of the difference in methods of a wholesale hardware house, on account of the larger structure and the conducting of a business within a business.

Although not yet settled, Mr. Hogan can be said to have found his niche by this time. He had his knowledge of the wholesale business backed by an ability to handle men in going after big sales—a combination of good salesmanship and executive ability.

Three years after going to Marshall-Wells he resigned to accept the position of sales manager with the Northern Electric Co. *(Turn to Page 76)*

W. M. Hogan

General Manager, Great Northern Electric Appliance Co., Minneapolis

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

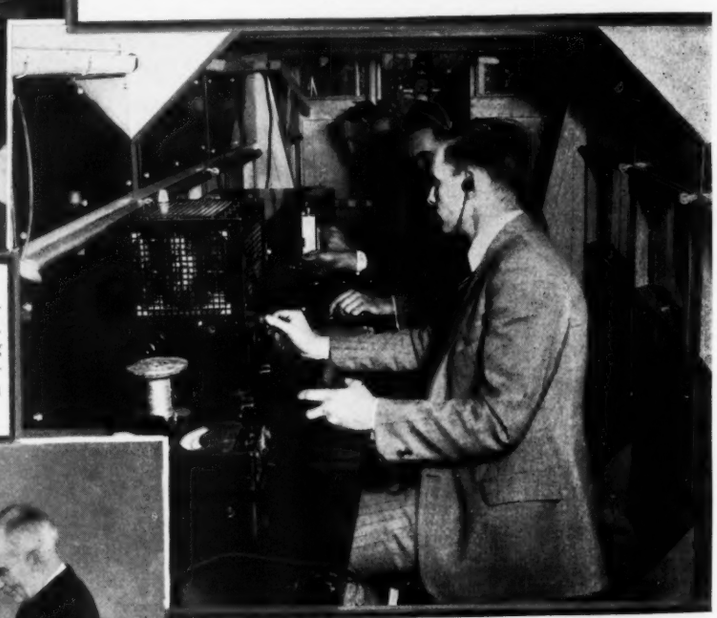
News in Views of the Day

Brown & Hall Equip Balloons with Radios

The Brown & Hall Supply Co., St. Louis, equipped five of the balloons taking part in the Gordon Bennett balloon race on September 28 with radio sets. Captain Kepner, pilot of the Scott Field balloon which finished second in the race reported splendid service from the set. In the photograph is shown, left to right: Captain Kepner, Captain Powell, and Norman S. Brown, president of the company.

Flying Telephone Booth

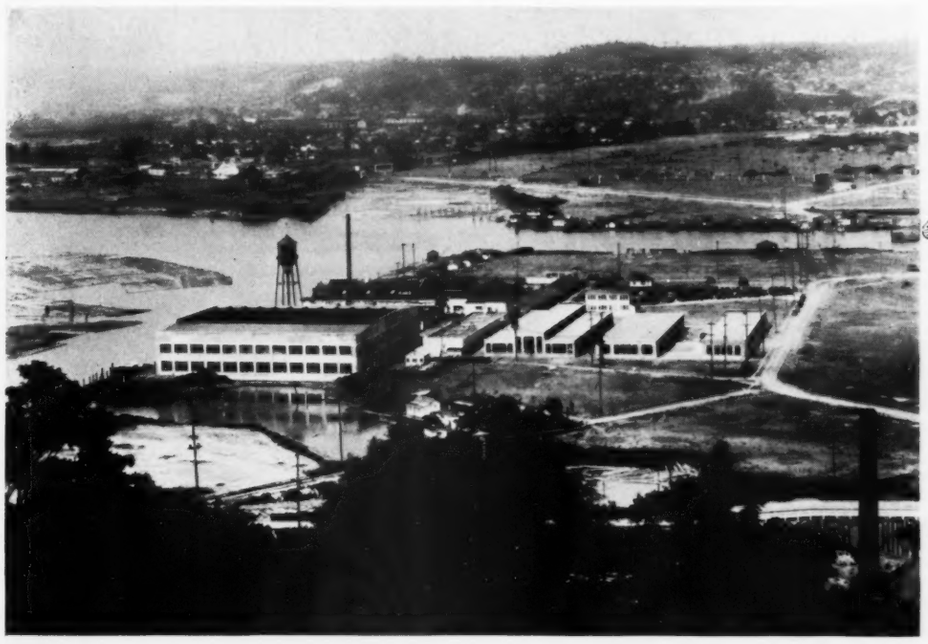
Below: Among the recent arrivals at Hadley Airport, New York, was the new Ford tri-motored all-metal plane of the Bell Telephone Laboratories, which is designed to be the largest and most complete flying radio laboratory in the world. The plane will be used for the development of radio apparatus for aircraft communication from the earliest experimental stages right through to the final testing of the finished apparatus under actual flight conditions. To facilitate this work the plane has been equipped with two large laboratory benches and a large number of antennae. There will be two trailing-wire antennae and two streamlined vertical rod antennae mounted on the plane. In addition supports have been erected on the wing tips for the mounting of various types of experimental antennae. Power will be supplied from generators and storage batteries.—Underwood.



Televisor to Young Student

Ingram Bander, 17-year student working his way through the college of the City of New York, in the evenings, was declared winner of the Jenkins television prize essay contest opened to all boys and girls between the ages of 12 and 18. In the Crystal Studio at the Radio World's Fair recently held in New York, the official presentation of the award, in the form of the first Jenkins "Televisor" and associated equipment, took place before the microphones of the Columbia Broadcasting System. Dr. Lee DeForest made the presentation to Mr. Bander.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



Union Fuses are used exclusively in the plant of the Boeing Airplane Co., Seattle, Wash.

Trained to value security — Boeing Airplane Co. chooses Union Renewable Fuses

DEPENDABILITY counts above all else in aviation. It's a matter of life and death. Flyers themselves, the engineers of the Boeing Airplane Co. have this background of training: this firm conviction that dependability is paramount. Thus their choice of Union Renewable Fuses is significant. The fusible links of "Unions" are carefully and scientifically calibrated assuring positively dependable protection to all equipment. Long service at low maintenance cost is guaranteed by the "Union" ruggedness and extreme simplicity of design.

They will withstand an exceptionally large number of blowouts without injury to any of the parts. The fusible element makes direct contact with both knife blades. When making renewal the studs need to be loosened only slightly, and the fusible element, which is notched at both ends, can be slipped in and the studs tightened—quick renewals, always.

In the ferrule type, the ends of the renewal links are supported by washers having two ribs on the lower face which fit in corresponding recesses in the heavy brass parts attached to the casing. This prevents the renewal link from twisting. The links are already bent at one end to make renewal easy and quick.

Write for Catalog No. 33 which gives complete information

Made in all standard sizes—ferrule and knife blade types

JEFFERSON ELECTRIC COMPANY

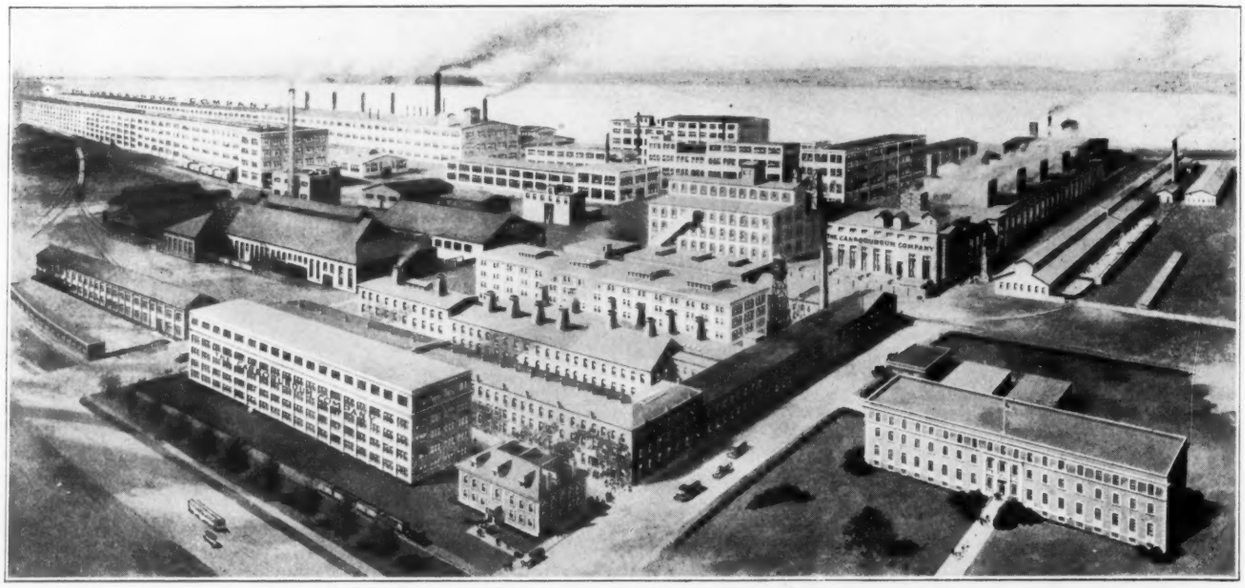
1519 West 15th Street Chicago

UNION FUSES

Because they are worth more they really cost less

3011

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



The Carborundum Company, Niagara Falls, N. Y., Manufacturers of Abrasive and Refractory Products

An Outstanding Plant Chooses an Outstanding Fuse

The painstaking methods of The Carborundum Company demand only the best in equipment, machinery, materials and man power. Electrical protection, too, must withstand their strict requirements. And so TRICO Renewable Fuses were installed throughout their plant.

What a relief it must be to electrical engineers to know that fuses do not blow unnecessarily. That feeling of security is experienced wherever TRICO Renewable Fuses are used. The "powder-packed" feature, and other important points, save time and money.

And they cost no more than other makes of renewable fuses

Free Samples on Request

Approved by Underwriters' Laboratories

TRICO
Renewable
FUSES
They're "Powder-Packed"

Money-Saving TRICO Factors

No Premature Blowings
No Unnecessary Shutdowns
No Oxidized Contacts
No Charred Casings
Copper-to-Copper Contacts
Reduced Watt Loss
Time Lag

TRICO FUSE MFG. CO., 1004 McKinley Ave., Milwaukee, Wis.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

The New Catalina Island Casino

Is Wired Exclusively with PARANITE

IN THE new Catalina Island Casino—with its dance floor for 5,000 people and its theatre for 2,000—Paranite Insulated Wires and Cables were used exclusively for the electric wiring.

It was not by chance that Paranite was chosen for the wiring of this most extraordinary amusement palace. For more than thirty-nine years, architects, engineers and contactors have been placing their faith in Paranite—"better than code requires."

The Casino was constructed under the supervision of David M. Renton, vice-president and general manager of the Catalina Island Company. The architects of this unique structure were Weber and Spaulding of Los Angeles. Thomas L. Nudd, of Los Angeles, was the electrical engineer, and the English Electric Company, of Los Angeles, were the electrical contractors.

PARANITE

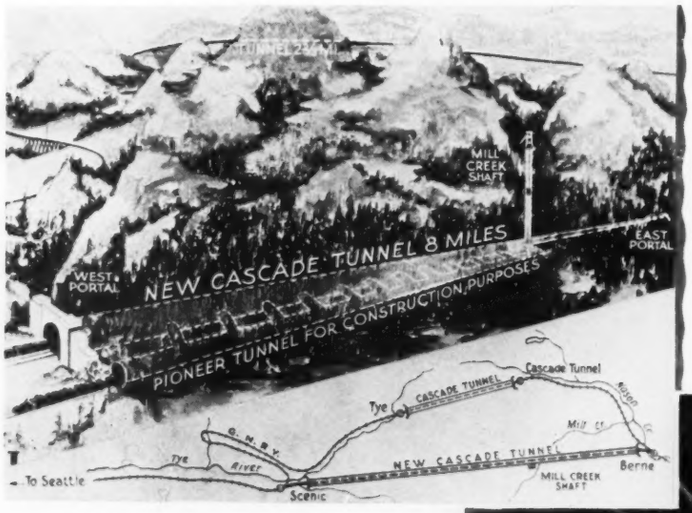
"If It's PARANITE, It's Right"

RUBBER INSULATED WIRE *and* CABLES

INDIANA RUBBER & INSULATED WIRE CO. ∞ JONESBORO, INDIANA

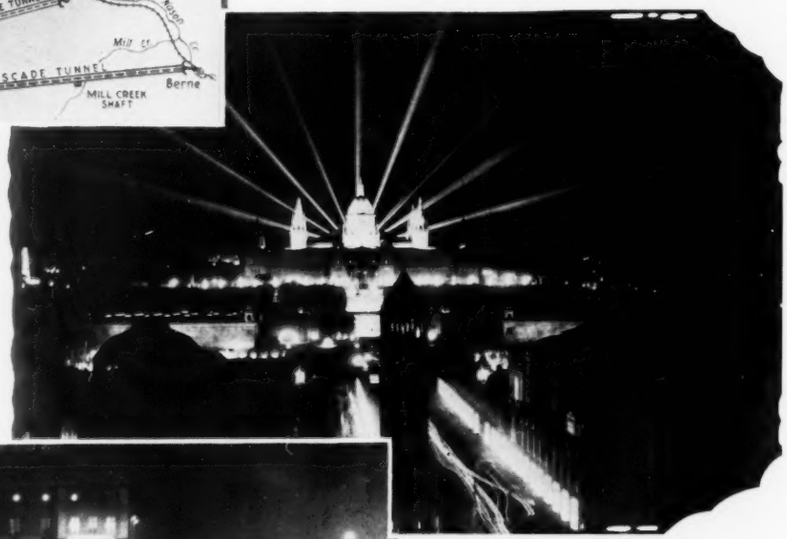
FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

News in Views of the Day



Eight Miles Under the Cascades

America's longest tunnel on the Great Northern Railway, is located 100 miles east of Seattle, Wash., and pierces the backbone of the Cascade Range. It eliminates 16 miles of winding railroad track, and is part of a $25,000,000.00 improvement program that includes electrification of the entire route of the Cascades. On the left is shown a combination photograph, and plan that indicates the relation of the new eight-mile bore, and the winding crossing of the Cascades that it eliminates.—Herbert photo.

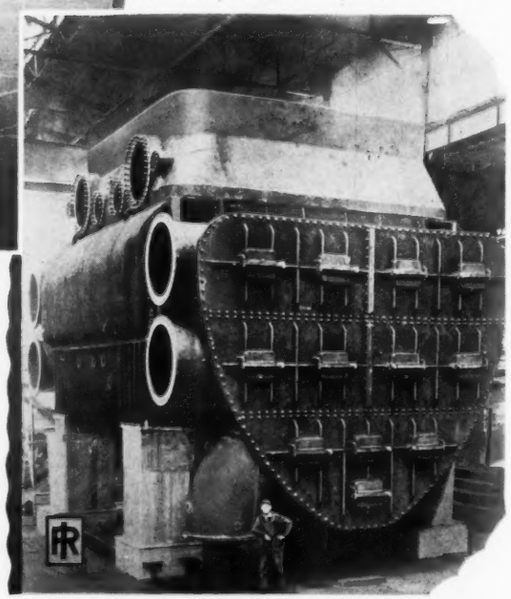


Night Football at Syracuse

Below: The City Electric Co., Syracuse, N. Y., has sent in this photograph to show what that city prepared, among other things, for Light's Golden Jubilee. Syracuse University and Hobart College played a night football game on the evening of September 28. Forty 1500-watt lights installed 100 ft. above the ground level illuminated the great bowl. Over 25,000 people witnessed the game, and according to J. Isaacs of the above company thousands were turned away because of lack of seating capacity.

Night View of Barcelona Exposition

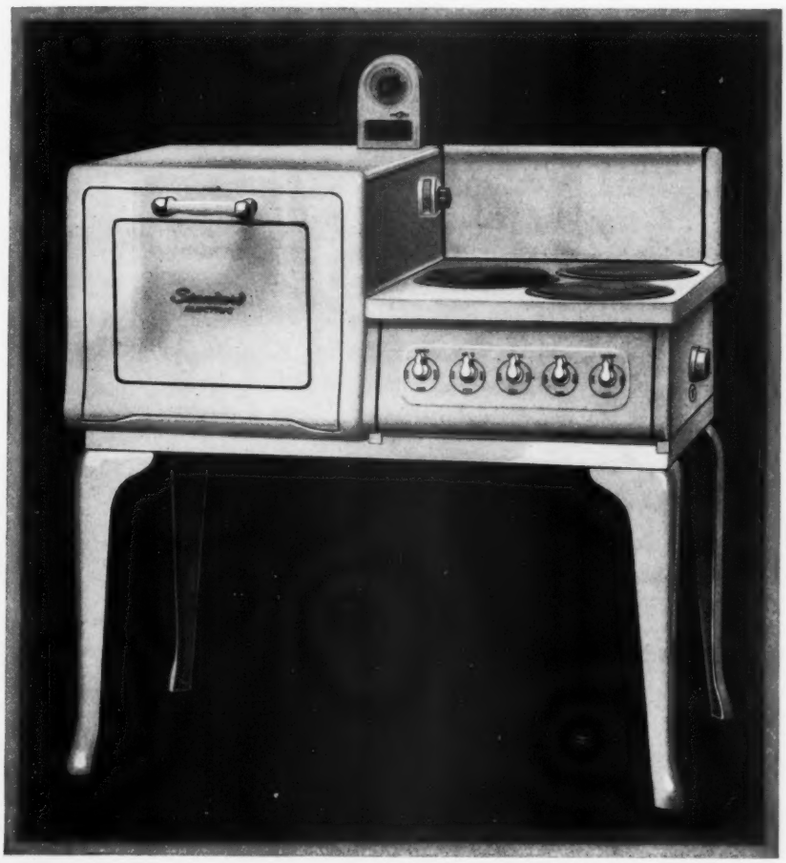
Above: The spectacular lighting effects shown in this photograph, said to be the most marvelous in the history of lighting, were achieved by engineers of Westinghouse for the International Exposition recently held in Spain.



Why the East River Does Not Freeze

Right: "Why doesn't the East River freeze over in winter?" is a question that the oldest New Yorkers revive every winter. Traffic is one reason. Another, and perhaps the more important reason, is the fact that several huge power plants are drawing great quantities of its water into their boilers, and this water is returned to the river after it has served its purpose. Naturally it is much warmer than the river water, and experts claim that this used water keeps the river at a temperature ten degrees higher than that of the Hudson River, or Long Island Sound, adjoining. The photo shows a new condenser for one of the Edison plants on the East River. It has 90,000 square feet of condensing surface, and will condense 700 tons of steam an hour.—Herbert photo.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



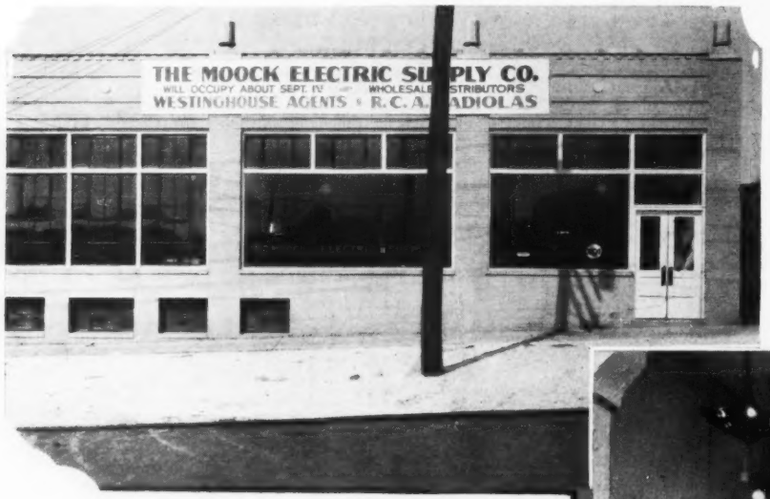
The New Standard "Royal Queen"

★★★

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Representative Wholesale Houses

The Moock Electric Supply Co., Akron, O.



The Moock Electric Supply Co., Canton, O., recently opened its Akron branch shown on the left. The building is 56 feet wide and 83 feet deep, comprising two floors. The lay of the land permits a truck to drive right alongside the conduit racks to load or unload on the basement level. The basement is also used as a garage and as a stock room for wire, radio sets and lamps. A loading platform is also a feature of this new branch.

On the right is shown the fixture room. This room as well as the main store room and office has an attractive rough plaster finish. Five rows of ceiling fixtures, side walls containing brackets, and a porcelier display are contained in this room, in addition to radio sets. Directly off of it is a room devoted to ranges and appliances.

On the left is shown a view of the first floor. It contains the store, the office, radio service room, and shipping room. At the extreme left is shown H. M. Comstock, branch manager at Akron.

On the right is a general view of the stock room. Note the steel shelving and the excellent lighting. The company, with its years of experience behind it, has installed in this branch every facility for rendering prompt, efficient service to its customers.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Ettco

Quality Products

ETTCO Armored Bushed Cable

Eliminates the "guess-work" in wiring—double armored then *bushed*. Shorts simply cannot develop. The *standard armored cable of practical* contractors. It is of extreme flexibility, too.

ETTCO Lead-covered A. B. C. Cable

The same cable as above with an *additional armor of lead* over the conductors. The best cable for outdoor or underground wiring, and it possesses the same flexibility.

ETTCO Flexible Steel Conduit

Made of the toughest steel and as thoroughly as ETTCO skill and experience can make it and no conduit of its kind is more flexible. Comes in all standard sizes.

ETTCO Non-metallic Sheathed Cable

Double-sheathed non-metallic cable thoroughly impregnated with flame and moisture-proof compound. Extremely flexible and the ends easily stripped to speed up handling on the job.

ETTCO Non-metallic Flexible Conduit

Made under the strict code of ETTCO quality. Thoroughly impregnated to make it oil, vapor and water-proof. Flexible to the highest degree.

Eastern Tube *and* Tool Company, *Inc.*

Brooklyn, N. Y.

Put ETTCO down on the order—it's your assurance of the greatest economy in material and time.

Editorial

W. J. McLaughlin

Parachutes and the Stock Market

THE army has been experimenting for some time past with parachutes, particularly concerning itself with the number of men who could be so equipped and permitted to step off into space with the knowledge that they would float by easy and safe stages to the ground. It realized, of course, that for one man to be so supplied gave no promise of security for the balance of the squad on board.

Events of the past few months have proved that all of us have been riding the skies, but, unfortunately, there were far too many who failed to lug along their parachutes, and consequently when the time came to jump they landed with rather a swift smack.

Fortunately, however, the sky is still dotted with conservative business men who are floating gently to earth because of their thoughtfulness, and, fortunately too, there are men—plenty of them—who, fully confident of their choice of parachutes are riding along refusing to become panicky over a situation long predicted.

And what are these parachutes?

They are the good substantial stocks, which give a little here, and break a little there, but somehow because of their real value, have the confidence, the expressed confidence of the nation. They are the ones which offset the wild buying of a great many common stocks, which in cycles find their value determined by the law of supply and demand rather than the net earnings of the company which they represent.

They are, too, the proved situations existing in industry and agriculture. The year 1929 has been one of the most satisfactory in the history of the industrial life of the country. The farmer, as well, from the wheatfields of the northwest to the cotton plantations of the south, has enjoyed good crops. There has been no lack of employment sufficient to influence a market. There has been no outstanding failure to create or cause the break.

Eliminating, therefore, a few gamblers who shot the works in a single roll of the dice, and who probably will do it again if they recover from their present condition, most of us lost only the profits which existed on paper and these, after all, were based purely on speculation with nothing more substantial coming to our ears than the pleasant clicking of an optimistic ticker.

We are back to earth now, and having had time to view the landscape, we find the same old smoke issuing from countless industrial smokestacks. We see the same old trainloads of wheat and corn rolling by. We hear the usual tramp of feet heading for the mills, and so our confidence returns. Somehow we suddenly realize that a market is not always an indication of prosperity or lack of it.

Business men will now watch their industries instead of their margins. Clerks will confine themselves to their bank accounts instead of their paper profits, and all of us, when we have a little money to invest in the future, will take along parachutes in the form of reliable stocks, bought and paid for, before we again go joy-riding in an element with which we are not altogether familiar.

Focusing the spotlight of the situation on the electrical industry, we find that 1929 has been an excellent year and we find that the prospects for 1930 are equally bright. A verbal survey made among the wholesalers at their Cleveland meeting indicated that none of them were in the position which they occupied in 1921 when they were left sitting with two or three times the amount of stock in their laps which they have today. It indicated, too, a general feeling that 1930 would be a satisfactory year, perhaps a better year than 1929,

Comment

Editor

provided they got once more down to the business of selling.

Wholesalers and their salesmen have the opportunity of a real selling job before them—a selling job which gives promise of great results, and it is to be hoped that they will lose no time in getting to the doing of it.

* * *

An Association Achievement

THE recent achievement of the traffic committee of the Radio Wholesalers Association which in cooperation with the traffic department of the Radio Manufacturers Association succeeded in effecting a freight rate reduction in radio products calls for more than passing comment.

The new rate schedule means a yearly savings of well over $1,500,000 in the freight bills of radio wholesalers. And as the reduction has been secured on the L.C.L. rating as well as the carload rating it means, as well, that every wholesaler, no matter how small his business, has been benefited by the work of the committee.

It is stated by the Radio Wholesalers Association that the results of the joint activities of the R.W.A. and R.M.A. have already effected savings the equivalent of several years membership dues. And, the work of its tube and traffic committees alone justifies that statement.

The Radio Wholesalers Association, as yet an infant, compared to other associations of the country, is not permitting its youth to stand in the way of its aims. To complete the analogy, it may be only crying for its bottle, but so far at least its cries have been instrumental in securing prompt and effective attention. Such an association offers a great deal to the radio wholesaler with vision enough to appreciate its aims and purposes, and with judgment enough to join it in the fulfillment of its admirable program.

The Credit Control Plan

CONSIDERABLE progress has been made on the credit control plan and we are now told by Judge Ackerly that it is in the hands of the National Electrical Credit Association and the National Association of Credit Men and that both organizations will shortly submit the plan with the details worked out.

Wholesalers should understand that such a plan must obviously come through and be handled by credit men. Obviously the National Electrical Wholesalers Association absorbed as it is in industry problems cannot assume the duties of credit work, so any announcement made by either or both of the credit associations is quite in line with the wishes of the N. E. W. A.

The plan to be submitted will for the present, at least, confine itself to the contractor customers, and to be successful must include not only the Association jobbers but also all jobbers, manufacturers and manufacturers' agents interested in the status of the electrical contractor. The plan's success will be directly in proportion to the interest taken in it by the jobbers, and it is hoped that when it is submitted, such interest properly sustained will be taken in it by all jobbers in the industry.

* * *

Holiday Greetings

BUSINESS is neither too cold nor too stern that one cannot indulge in the niceties of life, and so we want to take this opportunity to express to our readers our hopes and wishes for a happy holiday season.

There is little doubt but that 1930 will be a good year, and with its dawn you have the best wishes of the staff of THE JOBBER'S SALESMAN for a successful, profitable 1930.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Market for Electrical Supplies

Compiled Monthly from Reports Made to THE JOBBER'S SALESMAN, *by Wholesalers, on Market and Price Conditions for 22 Key Products. Numerals Indicate Number of Wholesalers Reporting in the Respective Territories.*

COMMODITY	EASTERN STATES*						CENTRAL STATES*						WESTERN STATES*					
	MARKET Oct. 15 to Nov. 15			PRICES General Trend			MARKET Oct. 15 to Nov. 15			PRICES General Trend			MARKET Oct. 15 to Nov. 15			PRICES General Trend		
	Good	Fair	Poor	Higher	Steady	Lower	Good	Fair	Poor	Higher	Steady	Lower	Good	Fair	Poor	Higher	Steady	Lower
Transformers, insulators, distribution equipment	4	10	9	0	17	2	3	21	5	0	24	1	3	5	3	0	10	0
Poles and pole-line hardware	3	11	11	1	18	0	3	14	10	0	20	1	1	10	3	0	12	0
Switchboards and accessories	6	10	8	0	19	0	2	16	10	0	20	0	4	3	4	0	11	0
Motors and control apparatus	9	19	3	0	21	0	8	16	5	0	22	2	1	11	2	0	12	0
Safety switches	21	12	0	0	26	1	20	19	0	0	26	0	5	11	2	0	15	0
Wiring devices	21	11	1	1	21	4	19	20	1	0	29	3	6	11	0	1	12	2
Conduit and fittings	20	10	0	1	25	0	16	22	1	0	29	2	6	9	2	0	14	1
Fuses	19	14	0	0	24	0	16	23	0	0	31	0	7	10	0	0	15	0
R. C. wire and cable	20	13	0	2	22	2	16	20	3	1	29	1	7	10	0	0	13	2
W. P. wire	3	16	10	1	20	1	9	15	12	2	22	2	6	9	3	0	14	1
Lamps	25	7	0	0	24	0	25	13	1	0	29	0	12	4	0	0	14	0
Industrial reflector	15	14	3	1	24	0	12	23	3	0	28	0	5	8	1	0	12	0
Commercial lighting units	12	14	4	1	22	0	10	19	9	0	27	3	5	9	1	0	13	0
Residential lighting units	5	12	6	0	14	3	5	14	9	0	24	1	7	6	1	0	8	3
Street lighting equipment	1	9	9	0	15	0	2	8	15	0	20	0	3	6	3	0	9	0
Heating appliances	17	13	1	1	21	1	9	20	3	0	26	4	9	6	2	0	13	0
Motor-driven appliances	7	16	7	1	20	2	2	13	11	0	17	3	3	7	3	0	7	1
Fans	1	2	22	0	18	0	0	0	30	0	23	0	0	0	14	0	8	0
Radio	17	8	1	0	11	6	14	11	4	0	10	14	13	3	0	0	4	9
Flashlights and batteries	12	16	3	1	21	1	8	23	7	0	29	1	7	9	0	0	12	0
Telephone equipment	1	6	15	0	15	1	0	5	15	0	14	0	0	6	2	0	4	0
Storage batteries	2	5	10	0	9	1	2	4	10	0	10	1	0	5	5	0	5	2

ALL 22 LINES COMBINED	EASTERN STATES			CENTRAL STATES			WESTERN STATES		
	Good	Fair	Poor	Good	Fair	Poor	Good	Fair	Poor
Oct. 15—Nov. 15, 1929	39%	40%	21%	28%	48%	24%	33%	51%	16%
Same Period Previous Month	33%	37%	30%	30%	48%	22%	36%	40%	24%
Same Period Year Ago	32%	43%	25%	30%	44%	26%	47%	35%	18%

**Eastern States include all between the Atlantic Coast and the eastern boundaries of Ohio, Kentucky, Tennessee and Alabama; Western States include all between the Pacific Coast and the eastern boundaries of N. Dakota, S. Dakota, Nebraska, Kansas, Oklahoma and Texas; Central States include all between.*

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

ALLEN

IMPROVED PIPE BENDER

Now Manufactured by

STEEL CITY ELECTRIC CO.

a new avenue of profit for jobbers

Here is the pipe bender your contractors want . . . Will not slip and injure workmen . . . Saves time without crushing, or deforming conduit or pipe . . . Makes short bends without specially protecting the threads. Will bend anything tubular or solid that can be bent cold. Write today for attractive folders for customer distribution and start selling this profitable item now.

STEEL CITY ELECTRIC CO.

1207-23 Columbus Ave.

PITTSBURGH, PA.

Exclusive features!

Short bends allowed by underwriters without protecting the threads—only possible with the Allen's exclusively patented beveled recess in head . . . . Protection for the user . . . . Saves time and material . . . Lasting quality. Perfect performance under all conditions. The Allen is the only heat treated, case hardened pipe bending tool made. Tempered case hardened teeth grip in all positions making slipping impossible. Solid jaws—no adjustments—two-in-one design with V receiving groove. Order sample today for demonstration purposes.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

News From The *Wholesale* Field

THE JOBBER'S SALESMAN Maintains Men in the Field, it Sends out Monthly "What's the News Sheets" to Every Wholesaler and it Gladly Receives Voluntary News Contributions and Snapshots from Wholesalers and their Salesmen. All this Enables It to Reflect from Month to Month the Personal Element in the Industry. Your Co-operation is Solicited in Making this Human Side of the Magazine More Interesting.

Western Light Builds

The construction of a new store, office and warehouse building at E. Third and Garey Sts., Los Angeles, for the Western Light & Fixture Co., is under way and the structure is expected to be completed by the middle of December. The building will be one story high with a frontage of 160 ft. on E. Third St., and 224 ft. on Garey St. Offices and the store will front on E. Third St., and storage, receiving and shipping departments will open on Garey St.

The plant will be modern in design and equipment throughout. The plans include a special room for the display of commercial units, indirect lighting units and other fixtures and brackets. Along the wall leading from the store to the fixture room will be a line of sample boards displaying samples of the products regularly carried in stock. Directly underneath this row of sample boards will be a raised platform on which will be exhibited heavy projectors, floodlights, motors and other heavy appliances. Between the windows in the store will be dust and moisture-proof cases for showing shelf appliances and there will be a facsimile of a dealer's show window always containing the current display of National "Mazda" Lamps.

* * *

Incandescent Supply Re-Organizes

M. Lipshultz, president of the Incandescent Supply Co., Inc., St. Louis, announces the opening of a new and modern supply department which has recently been inaugurated in the basement of the store at 1121-23 Locust St. This section will operate in connection with the lighting fixture studios and will be under the supervision of J. Silverman, general sales manager.

The showroom, under the management of R. Loeb who has had over 25 years' experience in the lighting fixture industry, is open to the general public.

This company has also issued a new catalog illustrating appliances, lamps and lighting fixtures.

* * *

Nichols Electric Opens New Home

The Nichols Electric Co., Dayton, O., officially opened its new quarters at 226-228 West Fifth St., on November 20. Thirty-six thousand feet of floor space, a location on a main thoroughfare and a railroad siding at the building are among the features of the new home.

"These better facilities will enable us to have our stock better arranged and to keep more material on hand," says M. W. Nichols, president and treasurer of the company. "Thus we will be able to render better service and to take care of orders more promptly."

Since the change has been made, Kolster and "Brandes" radios have been added to the merchandise stock and the concern has signed a contract to act as distributors for 17 counties adjacent to Dayton.

On the first floor of the building is a fully equipped display room where retail dealers may show their customers everything from percolators to radios. The second floor display room serves a similar purpose for the contracting and industrial maintenance engineers.

Associated with Mr. Nichols for 30 years, J. K. Meyers is secretary of the Nichols Electric Co. Glen D. Carver is vice-president and sales manager, Clarence Lyle assists Mr. Carver in the sales work. Robert Gray has recently joined the staff of the company as head of the radio department and sales.

* * *

General Electric Supply Enlarges Quarters

A new appliance and radio display and demonstration room has been completed by the General Electric Supply Corp., Denver. James E. Johnston, Jr., has charge of the radio service department recently installed by this company.

"In union there is strength"—in this case we find the "union" in the Union Electric Supply Co., Providence, R. I. Appearing from left to right, are: Gertrude Asher; Freda Buck; Mary Corbin; Alice Olsen, and Ethel Alice Gwendolyn Patricia Anderson, the blonde. Freda and Gertrude are country girls from Cranston. Mary lost her bracelet while watching the birdie and as usual blamed the boys. Alice is a little clamdigger from Warwick Downs. In the background, getting a "look-in," are: Frank Curran, Bob O'Neil, Wallace Scott, Walter Reilly, Pearce Johnson and Ben Kelly.

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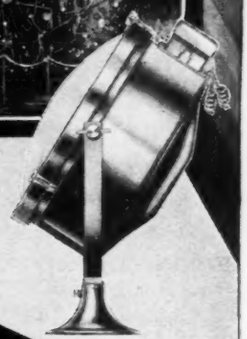
Sterling Equipment for YULETIDE LIGHTING

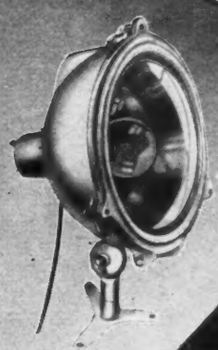
"BUILT FOR LONG HARD SERVICE" is the Sterling slogan that guarantees safety and satisfaction in Floodlighting Equipment for the great outdoors.

Sterling **FLOOD-O-LITES Nos. 3000 and 5240 for exterior Floodlighting and No. 3022 for interior Floodlighting, are designed to engineering precision and made from the finest materials.**

That's why they are so efficient—so popular—so satisfactory. Plan to use Sterling on your next job and *get results.*

IMMEDIATE DELIVERY ON 11TH HOUR RUSH ORDERS FOR CHRISTMAS LIGHTING.





Reflector & Illuminating Co.

Manufacturers & Engineers

1411 Jackson Blvd. Chicago, U. S. A.

REPRESENTATIVES IN ALL PRINCIPAL CITIES

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Live News About Live Ones

T. RATCLIFFE, J. Gardner and W. Horlacher have been added to the sales force of the Kubec Electric Co., Chicago.

FOUR NEW salesmen at the Electric Appliance Co., Chicago, are: B. D. Allumbaugh; R. W. Davis; Thomas O. Kary, and Fred L. Jeske who is a well known radio performer now singing over W.C.F.L.

H. S. HOLLOWAY is now traveling eastern Illinois selling merchandise items only for the Electric Appliance Co., Peoria, Ill.

THE METROPOLITAN Electrical Supply Co., Chicago, has employed Howard Overton as city salesman.

AL BOZ, formerly buyer, is now calling on the trade for the Steiner Electric Co., Chicago. Irving Goldman of the same company has been promoted to counter salesman.

A. W. CHASE is now acting as secretary of the Hassel & Hoppen Co., New Haven, Conn.

B. K. SWEENEY Electrical Co., Denver, announces the appointment of J. E. Flynn as retail manager of refrigeration.

THE GRAYBAR Electric Co., Inc., Roanoke, Va., announces the employment of W. A. Moorefield as merchandising salesman.

AL SAUNDER, well known to New England electrical trade, is now with the Sager Electrical Supply Co., Boston, Mass.

THE IRVING Electrical Supply Co., Inc., New York, has employed Lester Hanles and Eddie D'Angelo as countermen.

W. H. TRIPLETT, well known in the northwest, has joined the sales force of the Northland Electric Supply Co., Minneapolis and will represent this firm in South Dakota and northern Minnesota. Miles A. Teriney is again a salesman for this company and is actively engaged in calling on city trade. Walter Johnson has been transferred to the downtown district.

THE DAYTON WHOLESALE Electric Supply Co., Dayton, O., has employed Clyde S. Shipley as salesman.

WALLACE VAN OEL is a new counterman in the fixture department of the Electric Contractors Supply Co., Des Moines, Ia.

LESTER DESBECKER who has been active in the electrical jobbing industry in Buffalo for a number of years has recently become a member of the sales force of the Falls Equipment Co., Buffalo, N. Y.

THOMAS F. ABELL, formerly stock clerk for the General Electric Supply Corp., Evansville, Ind., has been transferred to the same position with the Springfield, Ill., house of this company. A. L. McCracken, who has traveled Indiana, Kentucky and Illinois for the past six years for the General Electric Supply Corp., is now operating as a salesman in greater St. Louis for the corporation's St. Louis branch.

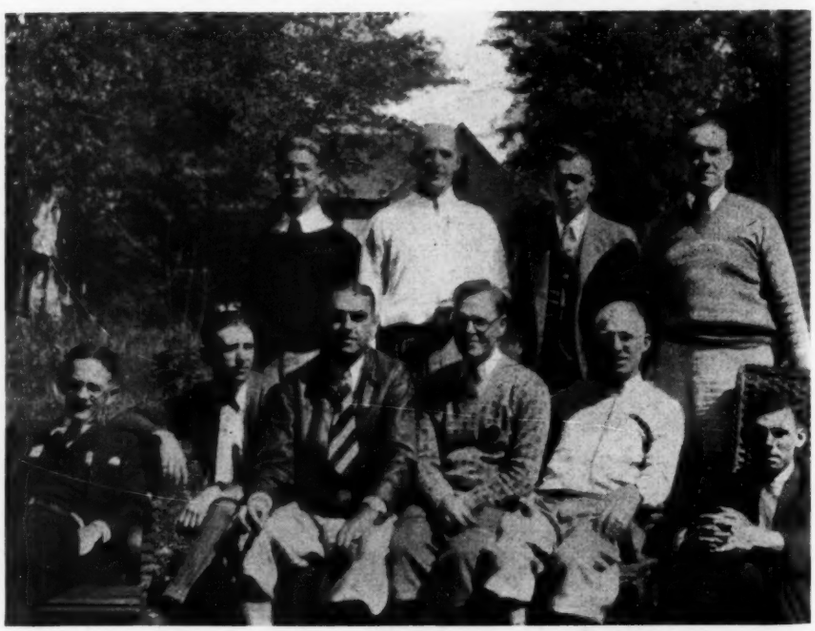
THE GRANDEN Electric Co., Omaha, Neb., has employed Frank Pycha and M. R. Wesslund as salesmen. John Steiger is a new counterman with this concern.

B. T. CALHOUN will cover central Oklahoma from the north to the southern end of the state for the Electric Appliance Co., Oklahoma City.

FRANK SAVAGE has entered the sales department of the Graybar Electric Co., Inc., Newark, N. J., as merchandise salesman.

W. C. HAGLER has recently joined the sales force of the Graybar Electric Co., Denver.

THE UNITED ELECTRIC Supply Co., Salt Lake City, announces the promotion of Glen Hermansen to counterman.

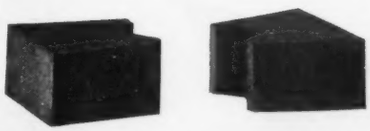


These are a few of the boys who recently attended one of the outings of the Falls Equipment Co., Buffalo. Standing left to right: Frank King, financial manager; Bill James, sales manager; Mark Rougeux, repair department, and Al Sullivan, industrial salesman. Sitting left to right: Darby, Appleton Electric Co.; Dan Dolan, service department; Howard Zimmerman, supply salesman; Mert Shrimpton, Pierce Fuse Co.; Glenn Burdick, manager of radio department, and Mr. Voelker, industrial salesman.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

quiet....

because it's mounted on two rubber cushions



ANOTHER member has been added to the Cutler-Hammer family of high quality wiring devices. It's the new "Rubber-Mounted" *Enclosed* Toggle Switch.

Take one of them in your hand. Flip the switch on and off. Gone is the familiar metallic "clank" of the ordinary toggle switch. Take one of these new switches apart and see why it's so quiet. Simple enough—no screws to transmit sound—the entire switching mechanism rests on soft, springy *rubber pads.*

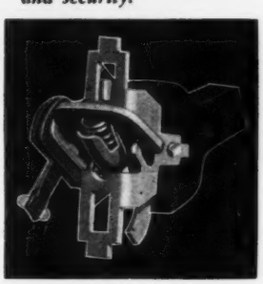
See, also, how the heavy phosphor-bronze contact blade slides over the self-cleaning contacts . . . smoothly yet because of ample spring tension the contact is firmly made. No "bouncing" contact to cause pitting or burning, especially from the "kick" of nitrogen-lamp loads. Note how the heavy-walled Thermoplax cover fits tightly over the switch mechanism to keep it free from dust and dirt—and to make the switch still more quiet.

The new C-H "Rubber-Mounted" Toggle Switch fits all boxes—works equally well with all plates. And it comes in single pole, double pole, 3-way and 4-way types.

CUTLER-HAMMER, Inc.
Pioneer Manufacturers of Electrical Apparatus
1286 St. Paul Avenue
MILWAUKEE WISCONSIN

The C-H 7281 High Quality "Rubber-Mounted" Toggle Switch

Below—Not a single screw—and only one rivet—in the mechanism. This makes it exceptionally strong and dependable. Note the compression spring, brass-shielded for lubrication and security.



Above—Here is the switching mechanism of the new C-H Enclosed Toggle Switch mounted on the two resilient rubber cushions, accounting for its remarkably quiet action.

CUTLER HAMMER

MODERN WIRING C-H NECESSITIES

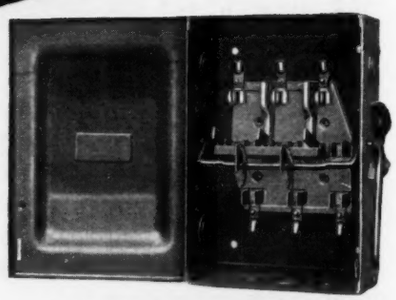
8777

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

An electrical contractor is

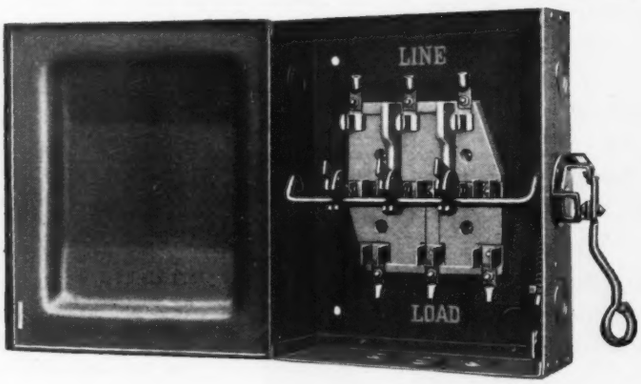
Building Sales for the Jobber's Salesman

This advertisement to the electrical contractor appears in the Electrical Record and Electrical Contracting and is part of a continuous campaign.



C-H "Light Duty" Entrance Switch
(Bulletin 4141)

The C-H Entrance Switch for lighting circuits has the same general design and construction as the C-H Bulletin 4131 Switch—including molded crack-proof base. Quick break only. 21 sizes—from 30 to 100 amperes, at 125 and 250 volts. Solid neutral, 2 or 3 wire. Low price.



C-H "Standard Duty" Type C Switch
(Bulletin 4131)

Gives long and trouble-free service. Quick *make* and quick break—assures positive contact always, eliminates slow-burning and fusing of contacts, reduces arcing. Design and construction is advanced, rugged, durable. Handle is removable to prevent tampering with switch. The molded base is crack-proof. The case is smaller than ordinary and easy to wire. Bulletin 4131 Switch is made in five sizes, from 30 to 400 amperes, at 250 and 600 volts.

C-H Universal Meter Service Switch
(Bulletin 4311-H1)

First standard device offered having economical provision for branch circuits. Compact size of switchblock permits combination of enclosed sealed main fuse and exposed accessible branch fuses in one unit. Saves in original costs, space and erection time. Made in either one or two blade types for two or three wire installations. Circuit dead fuse type. Connections conveniently located. Plenty of wiring room.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

known by the "company" he keeps

ARCHITECTS and owners of the buildings you wire seldom see the care and pains you put into your work. But they always see the material you use and judge your worth by how well or how poorly it performs in service. They know *you* . . . by the "company" you keep.

Since good workmanship cannot overcome the handicap of poor equipment, entrust your reputation . . . the master builder of your business . . . only to the highest quality apparatus . . . electrical apparatus with a standing and with a reputation.

Cutler-Hammer Safety and Meter Service Switches protect your good name by insuring "customer" satisfaction. They assure long and trouble-free service, fewer repairs, lower maintenance costs.

And since the C-H Trade-mark is well known to your customers . . . since it is the respected sign of quality in the electrical field . . . C-H Switches are selling assets. They serve as an introduction and a recommendation for you. They command respectable prices for you as well, require smaller installation space, reduce installation time and are easier to wire.

There is a C-H Safety and Meter Service Switch for every requirement. Reliable jobbers can supply you . . . and we will send you a complete catalog of the line. Send for it today.

CUTLER-HAMMER, Inc.
Trumbull-Vanderpoel Electric Mfg. Co., Subsidiary
1308 St. Paul Avenue
MILWAUKEE, WISCONSIN

CUTLER HAMMER

High Quality Safety Switches For Every Service

(9629)

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Believe it or not, these two dozen goodlookers are waiting for a street car, and they are all from the M. D. Larkin Co., Dayton, O. Down in front, left to right: J. P. Martin, vice-president; C. Wallenkamp; F. J. Jacobson; R. Abare; N. Sheets, and B. Sebastian. Rear: P. Hupke; S. Donise; C. Neff; L. Lawler; C. Reiter; H. Hull; F. Bench; J. Davis; H. James; L. Hipple; C. Fuehrer; V. Boda; L. Smith; W. A. Mooney; F. C. Miller; C. Winger; J. Rusche, and Carl Woessner, secretary.

MOGULL BROS. Electric Co., Bronx, N. Y., announces the addition to its sales force of Harry Goldweitz, Harry Pincas and Irving Gerstel. Two new countermen with this same company are Leonard Gantner and Mike Levine.

JOSEPH ESKOVICH, salesman for the Interstate Electric Co., New Orleans, has been called off the road to assume charge of the radio department.

G. G. STANERT has been employed as counterman by the Lindley Electric Supply Co., Philadelphia.

H. J. WING is the new supply salesman at Sterns Electric Equipment Co., Buffalo, N. Y.

J. H. CHRISTIANSEN, previously connected with the service department of the General Electric Supply Corp., Salt Lake City, is the new service manager at the General Electric Supply Corp., Denver.

THE BARRETT Electrical Supply Co., St. Louis, announces the promotion of M. C. Vogler from the shipping department to counterman.

S. Y. LAKIN, formerly with the United Electric Supply Co., Salt Lake City, is a new counterman at the Central Electric Supply Co., Denver, Colo.

FRED D. CLARK, formerly with the Interstate Elec. Co., Birmingham, Ala. has been added to the sales force of the Moore-Handley Hardware Co., Birmingham, Ala.

E. D. HEINTZE, General Electric Supply Corp., Denver, Colo., has been transferred to the sales department.

* * *

Lines Added by Wholesalers

METROPOLITAN ELECTRICAL SUPPLY CO., Chicago.—This concern has taken on the "Toastmaster" line, "Kodel" clocks, "Hankscraft" egg cookers and the "Sonora" line of radios.

STEINER ELECTRIC CO., Chicago.—"Baldwin" radio products, "Royal-Rochester" appliances and "Kodel" clocks will be distributed by this company.

* * *

Changes in Personnel

ROBERT NESBITT who has been active in the automotive and garage industry for a number of years is now connected with the Falls Equipment Co., Buffalo, N. Y., as manager of the new department devoted entirely to automotive products.

JOHN S. SHAW who has a 20 year service record with the Graybar Electric Co., Inc., Birmingham, Ala., now has charge of the electric department of the Moore-Handley Hardware Co. of the same city.

THE SACKETT Electric Co., Columbus, O., announces the appointment of H. K. Wheaton as radio sales manager. Mr. Wheaton will have his headquarters at Cambridge, O., and will travel beyond his own state in parts of Kentucky, Illinois, Virginia and West Virginia.

J. WALL has been put in charge of the office for the radio department of the Falls Equipment Co., Buffalo, N. Y.

This is the home of R. B. Dunning & Co., 54 Broad St., Bangor, Me. This company was established in 1835 and was incorporated in 1897. At the time of incorporation only one store was occupied. At present the company occupies the entire block and has several large warehouses. The electrical supply department was started four years ago and has been more than successful in its operation. A new catalog has just been issued by this company.

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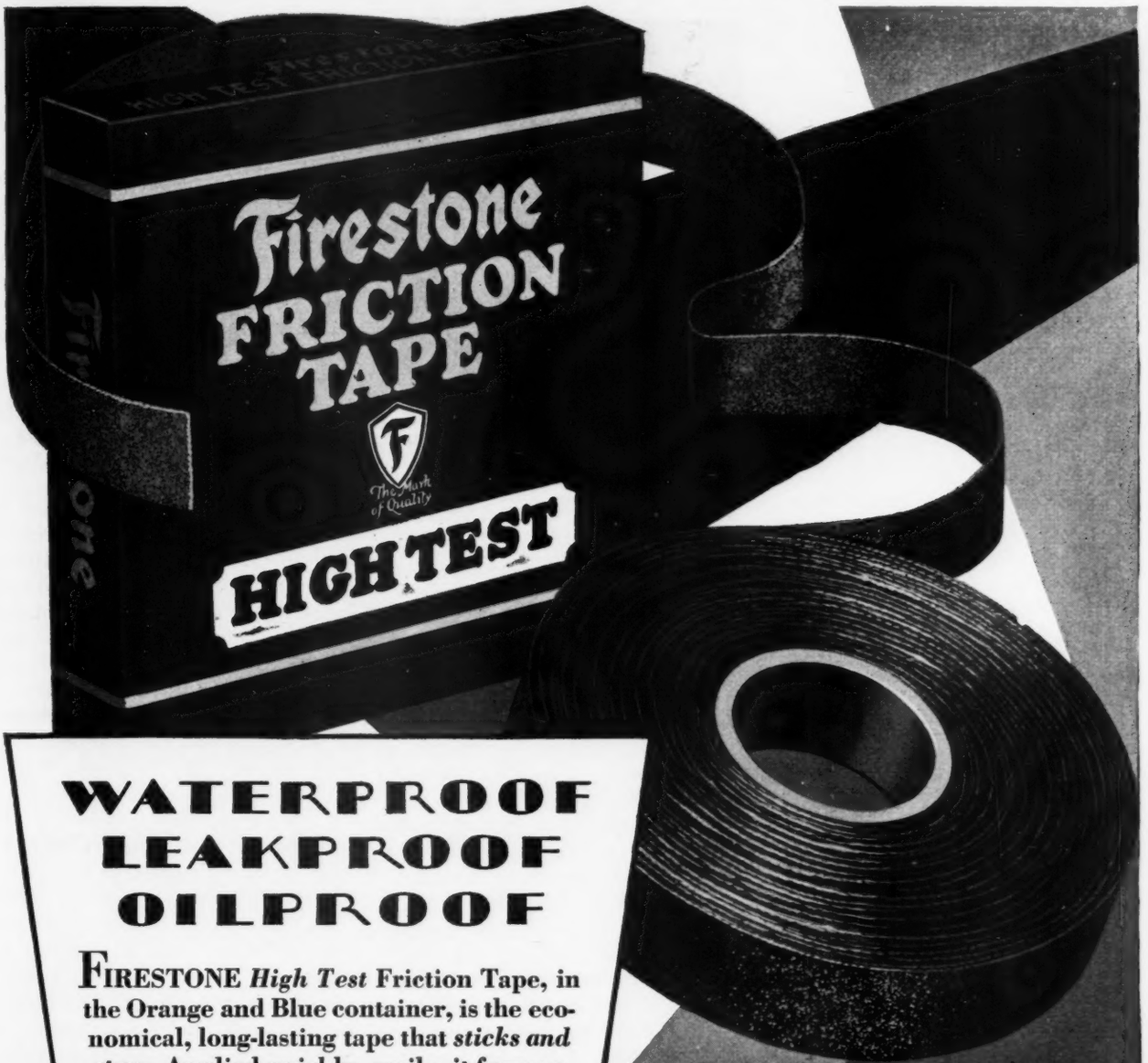


WATERPROOF
LEAKPROOF
OILPROOF

FIRESTONE *High Test* Friction Tape, in the Orange and Blue container, is the economical, long-lasting tape that *sticks and stays*. Applied quickly, easily, it forms a practically one-piece insulating jacket, proof against water, dust, oil, heat and cold. Write for specifications and prices to the nearest Firestone Branch or Firestone Tire & Rubber Co., Firestone Park, Akron, Ohio, or Los Angeles, California.

The Mark of Quality

Firestone
FRICTION TAPE

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

MAXWELL A. COLEMAN has been made a junior partner of the H. Coleman Co., Allentown, Pa. Mr. Coleman will also have charge of the sales.

C. J. MEME has been promoted from the purchasing department to act as manager of the service department for the Barrett Electrical Supply Co., St. Louis.

* * *

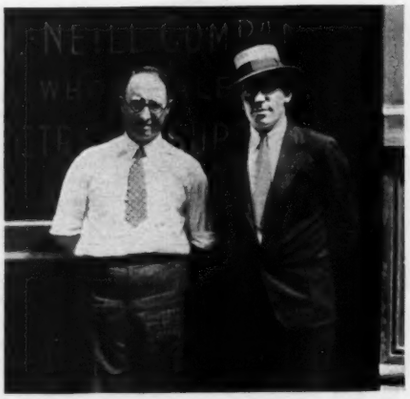
Jobbers' Sales Activities

STERNS ELECTRIC EQUIPMENT Co., Buffalo, N. Y.—The "Step Ahead" campaign on National "Mazda" lamps recently conducted by this company has resulted in an increased sale on the "Step Ahead" type of "Mazda" lamp of 150% in October over September. The increase in sales on all types of "Mazda" lamps was 75% larger in October than in September.

COUCH ELECTRIC Co., Dallas—This company is directing a campaign on appliances.

ELECTRIC APPLIANCE Co., Oklahoma City,—The new "Westinghouse" sun lamp has been stressed by this company in its sales efforts for the past month. A direct mail campaign is being arranged to further acquaint the dealers with the new device.

GRAYBAR ELECTRIC Co., INC., Roanoke, Va.—This company is featuring special demonstrations on the "Graybar" stimulator in its sales activities.



On the left is Murvyn W. Vye, treasurer and founder of the Vye-Neill Co., Boston, Mass. Mr. Vye has, he states, extensive plans under way for the opening of a number of New England branches. The gentleman on the right is Rowland L. MacDonald, the company's new radio sales manager. He was with the Milhender Electrical Supply Co. for six years, after which he did sales promotion organization work in the east for the A. H. Grebe Co.

California Lights Up for Christmas

The Christmas out-of-doors program for southern California is well under way. Programs for the various service clubs have been arranged and it is anticipated that this year's accomplishments will far outdo anything which has ever been done before.

Last year there were approximately 25,000 outdoor Christmas trees lighted up. The present program calls for 50,000 outdoor trees to be decorated this coming season. At least 20,000 carol singers will be enlisted to cover the entire southern California territory Christmas Eve, singing Christmas carols from house to house.

The various municipalities are planning to light up their business streets wth suitable decorative effects. Hollywood led the way last year with its famous Santa Claus Lane. This idea has been picked up by a number of other cities and it is anticipated that every city of any size in southern California will bear its share of this carrying on of the Christmas spirit.

At the Los Angeles Electric Club luncheon meeting held Nov. 4 the entire program was given over to inspirational and fact talks on Christmas out-of-doors. Carman Smith, chairman of the Los Angeles Chamber of Commerce committee covering this activity, outlined the program laid down by his organization and stressed the necessity for the 100 per cent co-operative effort of the members of the electrical industry. Herman Nater, a member of the committee, gave a splendid inspirational talk stressing the spiritual side of this co-operative activity.

* * *

Graham-Reynolds Closes Contest

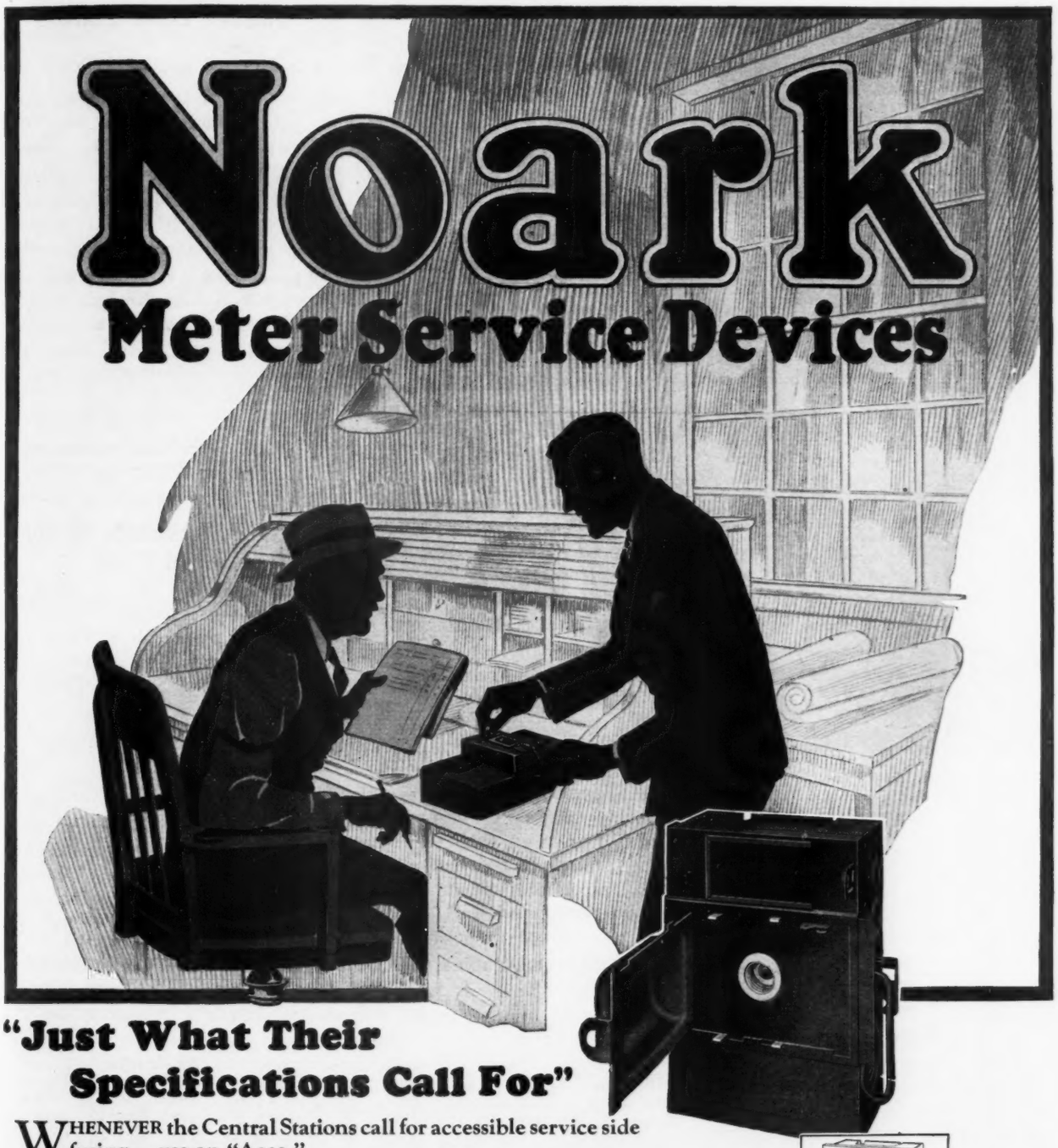
The Graham-Reynolds star salesman lamp contest, inaugurated May 1, 1929, came to a close on October 31. C. A. Hone carried off the first prize; F. W. Moran the second; E. F. Russell, the third, and S. W. Benjamin, the fourth.

At last we succeeded in catching the sales force of the C. J. Litscher Electric Co., Grand Rapids, Mich., all together, side by each, etc. Seated, left to right: Roy Stark; Gene Wright; Sid Caswell; Floyd Aarvig; E. C. Fuller, and Jim Woodworth. Standing: Elmer Bard; Phil Lockwood; Fred Vos; Hod Dresser; Jim De Vos, and Fred Telder. This meeting was held in Grand Rapids, with the Jackson and Kalamazoo branches attending.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Noark

Meter Service Devices



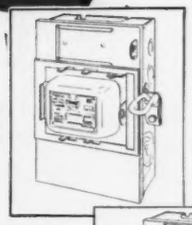
"Just What Their Specifications Call For"

WHENEVER the Central Stations call for accessible service side fusing — use an "Acco."

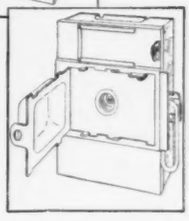
For two reasons — first, because they do exactly what the Power Company wants, that is, they make it both easy and safe for their customers to renew fuses, and second, because every detail of their design is planned to make them easy to install.

Compare these Noark Switches with any other make. See how clean their knockouts are, how handy their contacts, how roomy their cabinets and how accurate their fittings!

These items may not seem much in themselves, but they save enough of your wiremen's time to show *you* a real profit.



Switch lever in "on" position prevents access to fuses



Switch lever in "off" position permits access to fuses

Note that but one inch run of protecting slide (less than the width of the switch lever) permits opening of fuse cover, thus permitting ganging with no worry as to space between boxes

{ COMING! The most revolutionary advance in industrial switch design is soon to make its appearance. Watch for announcement by Colt }

COLT'S PATENT FIRE ARMS MFG. CO.
ELECTRICAL DIVISION
HARTFORD, CONNECTICUT, U. S. A.
NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • SAN FRANCISCO

33-S-24

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Max Kelman, president of the Kelman Electric Supply Co., Rochester, N. Y., and manager of the Cash Electric Supply Co., Syracuse, N. Y. Max has been in the electric supply business for 27 years and is now very busy in Syracuse where he has announced a strictly wholesale policy to the electrical contractor, refusing to sell even the industrials and commercial enterprises.

Illinois Electric Builds New Home

Construction has commenced on a new home for the Illinois Electric Co., Los Angeles, Calif. The company has acquired a long-term lease on an acre of ground at the northeast corner of East Second and Garey Sts., together with a part two-story and a part one-story brick building containing approximately 50,000 sq. ft. of floor space of modernistic design. Ample parking space has been provided so that it is possible to park directly in front of the building, the structure having been set back 20 ft. from the sidewalk so as to provide for this space.

The front of the building is 200 ft. long and is set back for this entire distance with the exception of the loading space from the warehouse. The building is L-shaped, the other side of the L being 253 ft. long with track facilities for the spotting of three cars at a time. The company expects to move into its new quarters about January 1.

* * *

H. Coleman Entertains Silver Radio Dealers

Sales agents for the Silver radio receiver in Lehigh, Northampton, Carbon, Monroe, Schuylkill and Berks counties were recent guests of the H. Coleman Co., Allentown, Pa. Max Coleman explained and pointed out the policies for the season in assisting the Silver-Marshall Co. to a banner year in the sale of radios. In conclusion the new concert grand model of the Silver-Marshall Co. was exhibited to the dealers.

* * *

Delinquent Accounts

The accompanying tabulation shows the number of delinquent accounts, the total amounts and the average amounts as reported to the National Electrical Credit Association by member manufacturers and wholesalers through its various divisions, for October, 1929, as compared with the same month the previous year. Also these figures are shown for the first 10 months' period of 1928 and 1929.

October Issue Liked

To the Editor:

I would not like to pass by the opportunity of congratulating you on your October issue of THE JOBBER'S SALESMAN. The various articles on "Light," in its many phases, surely would waken in any thinking person, just what "Light" means and has meant to the world.

I never pass by the opportunity of carefully going through the entire JOBBER'S SALESMAN edition, and wanted you to feel that you certainly have something worth while in the October issue.

H. H. TULLY

Sales Manager,
Doubleday-Hill Electric Co., Pittsburgh

* * *

Fixture Merchants Honor Samuel Frost

In recognition of his years of service to the lighting fixture industry in greater New York, the Lighting Fixture Merchants Association honored Samuel Frost at a recent dinner attended by almost two hundred merchants. Mr. Frost has been president of the organization since its organization. The association presented Mr. Frost with an embossed placard bearing his photograph and the complete set of resolutions which were promulgated to honor him.

COMPARATIVE STATEMENT OF PAST DUE ACCOUNTS REPORTED
OCTOBER 31, 1929

NUMBER OF ACCOUNTS REPORTED

Division	October 1928	October 1929	% Increase or Decrease	10 months 1928	10 months 1929	% Increase or Decrease
New York	271	259	— 4.4 %	2940	2515	—14.4 %
Middle & Southern Atlantic.	199	156	—21.6 %	1925	1645	—14.5 %
New England	122	108	—11.5 %	1316	1332	+ 1.2 %
Central	653	869	+33. %	7550	6523	—13.6 %
TOTAL	1245	1392	+11.8 %	13731	12015	—12.5 %

TOTAL AMOUNTS REPORTED

Division	October 1928	October 1929	% Increase or Decrease	10 months 1928	10 months 1929	% Increase or Decrease
New York	$ 41,362	$ 35,394	—14.4 %	$ 425,304	$ 536,750	+26.2 %
Middle & Southern Atlantic	28,230	20,651	—26.8 %	247,810	222,512	—10.2 %
New England	18,063	18,095	+ .17%	164,422	189,550	+15.3 %
Central	74,909	92,989	+24.1 %	889,063	774,205	—12.9 %
TOTAL	$162,564	$167,129	+ 2.8 %	$1,726,599	$1,723,017	— .2 %

AVERAGE AMOUNTS

Division	October 1928	October 1929	10 months 1928	10 months 1929
New York	$152	$137	$1450	$1886
Middle & Southern Atlantic	141	132	1291	1359
New England	148	168	1253	1442
Central	115	107	1174	1183

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Now

A Quality Hair Dryer

to Retail at $9.75

(Denver and West $10.25)

This low consumer price results from new design rather than cheap construction.

The motor and element are wired in series—thus simplifying the ordinary double connection. The handle on this new No. 4 hair dryer extends parallel with the armature of the motor. This improves the balance and appearance. This new design is the result of 12 years' experience in manufacturing only high grade hair dryers.

Beautiful Ivory Finish

This is a beautiful toilet article. Alluring ivory finish. A rich smooth rayon-silk cord, 7½ ft. long with separable plug. Full-sized, yet so well designed that it weighs only 1½ pounds. This No. 4 hair dryer is of the highest quality and fully guaranteed. It retails for only $9.75. (Denver and West $10.25.)

Growing Market

Now 500,000 hair dryers are sold annually and the market is growing. This new No. 4 is the first quality hair dryer to sell under $10 and the first jobbers' salesmen to reach their dealers with this item should enjoy a large per cent of orders.

Sales Plans for 1930

Our representatives will bring our new cooperative sales plans on the complete line of Hamilton Beach appliances to jobbers' salesmen at their first of the year sales meeting.

Hamilton Beach

Motored Appliances

HAMILTON BEACH MFG. CO.,
Dept. D-9039, Racine, Wis.

Without obligation, please mail a descriptive folder of the new No. 4 hair dryer (also showing other models of hair dryers).

Name.....

St. Address.....

City..... State.....

I represent (name of jobber).....

We're glad to hear from you

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

The Carroll Electric Co., Washington, D. C., gave a picnic for its employees last summer at Beverly Beach. H. R. Carroll was present, arrayed in a "gorgeous" bathing suit. Mr. Hornig, chief accountant, cut some ideal capers in the water. The purchasing agent, as well as the Baltimore manager, Mr. Clark and Mr. Holcomb, respectively, aired their ample forms to the enjoyment of the assembled multitude. Mr. Allan Wolff was present in a bathing suit which principally wasn't. The scantiness of the bathing suit and the size of him caused such comment that he was forced to procure a sweater, with a temperature around one hundred. The worthy telephone operator, Miss Peggy Rodeffer, was so sunburnt that she had to retire from business for the better part of two days. In the upper left is shown part of the group at lunch, next is Jack, the shipping clerk. In the second row is B. W. Clark, the purchasing agent, while the girl with the smile is Mr. Carroll's secretary. Sam Holcomb, Baltimore manager, and H. R. Carroll are shown in the next row. Below are the girls all set to go, and last is a view of the grounds.

Bunnell-Stevens Consolidates

The wholesale electrical supplies business of the Bunnell-Stevens Co., Binghamton, N. Y., has been consolidated with the wholesale hardware division of the Crocker and Ogden Co. of the same city. The entire personnel of the Bunnell-Stevens Co. will continue to conduct the wholesale electrical department as a distinct unit with E. J. Stevens, vice-president of the company, acting as manager. This department will occupy the entire second floor of the Crocker and Ogden Co. store at 123-125 Court St. The consolidation will have no effect upon the Bunnell-Stevens branch at Wilkes-Barre, Pa., which will continue under the same name.

* * *

Joseph Kurzon Installs Lighting Fixtures

Joseph Kurzon, New York, has quite a list of lighting fixture equipment installations to its credit although not generally known to carry fixtures. Some of the more prominent business secured during one recent month include: the J. Erlich Optical Co., New York; Hotel Chatham, New York; Hotel Gotham, New York; Towace School, Towace, N. J.; Morgan's Restaurant, New York; Hanover Lunch, New York; John David, New York; Hotel Martha Washington, New York; Korn Underwear Corp., New York; Horn & Hardart Bldg., New York; Camilla Shops, Inc., New York; residence of Joseph Bona, Long Island; residence of Dr. S. M. Hill at City Island; Heller-Deltah Co., New York, and a complete installation at radio station WMCA, New York.

* * *

David M. Trilling Issues Second Booklet

Trilling & Montague, Philadelphia and Sunbury, Pa., has brought out a second booklet of "Radio Talks" written by David M. Trilling. "The Advantages of Handling Fewer Makes of Radio Sets," "The Zenith Franchise: Its Value to Dealers," and "Merchandising and technical features of the Zenith Model 52" are the three features emphasized in the new booklet.

When she has the Buss Lights
he has the profit

It's easy to "turn" them now~

Easy to sell as a gift for anybody

Here are 4 reasons

1. Six years of continuous national advertising in the magazines has made the Buss Light and its distinctive mechanical features so well known that people have confidence in buying the Buss Light when they see it on display.

2. The radiant charm of their new package makes Buss Lights more attractive and appropriate than ever as a gift. Everybody likes to have gifts packed in an attractive way, and who can resist the charm of the Buss Light in this new colorful box?

3. The Holiday shopper can see in the Buss Light an appropriate gift for any member of the family — father, mother, sister, brother, sweetheart—they all want a Light of their own to use as they like. Besides it's a gift worth while that looks like more than it costs.

4. Buss Lights at $3.00 are within the reach of everybody's pocket-book.

BUSS Lights in your dealers stock?

The checked experiences of thousands of dealers prove that any store can sell many Buss Lights between now and Christmas if they will do the few simple things necessary to bring Buss Lights to the attention of their customers.

A Buss Light standing alone on the shelf or table does not show its real selling features to the customer—the shade that tilts, the neck that bends to cast the light just where wanted—or the base that clamps or hangs to convert the Buss Light from a stand lamp into a clamp lamp or a wall fixture.

Yet it is these features plus the known quality and value of Buss Light that causes people to buy.

Naturally a dealer may not have time to demonstrate these selling features of Buss Lights to every person entering his store, but he can make display material do it for him.

Some Buss Light Display Material that is available to help your dealers is described on next page.

Why not help your dealers turn their Buss Lights into profits now by calling their attention to these offers.

~by doing these simple easy things

What an opportunity these new boxes give for sales making display

HOW can anyone's eyes fail to focus on these bright, cheery boxes so full of radiant life and charm?

Skillfully arranged illustrations on each box tell like a live salesman, how the Buss Light clamps, hangs, tilts and adjusts, and how it can be moved from place to place in a jiffy—a complete sales story.

Colorful, modernistic window displays, striking counter displays all made in a moment just by arranging one or a number of these new Buss Light boxes.

If any of your dealers have none of these new boxes, they can get a quantity sufficient for display purposes by simply sending the factory an inventory of their Buss Light stock.

Here's how some dealers sold twice as many Buss Lights as others —and with less effort

An accurate store-to-store check-up showed that the 5,318 dealers who kept their Electrified Display Stand in active use last Fall sold an average of two to five times as many Buss Lights as dealers who did not use it.

It's easy to understand why. The distinctive mechanical features of the Buss Light are not evident when the Buss Light is simply standing on the counter. These features which attract the most attention and win the most sales are features that can only be shown by personal demonstration or by some display that accomplishes the same results.

The Electrified Display Stand makes that demonstration. It shows how the Buss Light differs from all other decorative stand lamps and the value of that difference to the customer.

The illustrated card in the frame gives detailed information necessary to "close a sale."

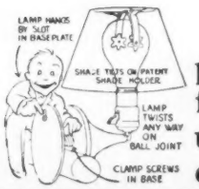
A new card for his Electrified Display Stand will be sent any dealer on request—or if any of your dealers need a stand refer them to the special offer on your regular Buss Light discount sheet.

A Display Set that Sells the Holiday buyer

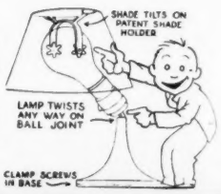
This complete set of six cards sells Buss Lights because it tells the complete Buss Light story almost at a glance, and the price card clinches the sale by telling the buyer "How Much!"

This display set is ordinarily only supplied in connection with an order for Buss Lights, but if any dealer has 12 or more Buss Lights on hand for Christmas selling, we will send him a set without cost upon request.

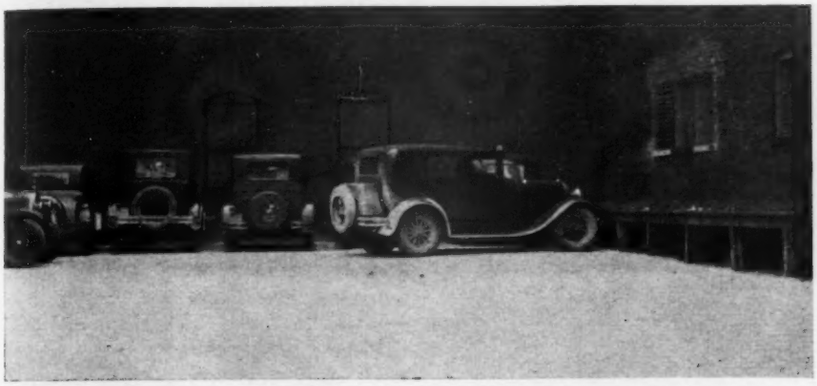
Note to Jobbers Salesmen



If you help your dealers turn their Buss Lights into profits by displaying them properly it will clear the way for you to make more sales to your dealers—therefore, urge all your dealers to take advantage of sales aids offered above.



FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



This fine parking space is a great aid to service at the Hughes-Peters Electric Corp., Columbus, O. This is only one of the many features and improvements in its new plant at 178 North Third St.

"Johnny Get Your Gun—"

Johnny Babcock, salesman for William Davis Hawk, Inc., Kingston, N. Y., is coming in for a considerable amount of what the sports writers call the "cackleberry." It seems, so the story goes, that Johnny broke down on several occasions and confessed that he was a hunter of no small renown. In fact, he rather stressed the point, so when he announced, prior to a recent vacation, that he was going hunting, the sales staff of the company carried the news home to their wives, "Order no meat for next Sunday, Johnny Babcock is going hunting." And so Johnny, his gun and his dog headed for the marshes while the staff teased their appetites by concentrating on roast duck with the usual embellishments.

On the following Saturday, Johnny, his gun, and his dog emerged from the marshes with what might be termed a slightly bewildered look. The hound, with his tail at half mast, rained a reproachful look at Johnny at every step. And Johnny, in turn, kept "eyes front" fully aware of the dog's thoughts, but that isn't the half of it. The staff, either in a moment of weakness or in a burst of generosity had invited neighbors and friends to share with them their Sunday dinners, so, their consternation at the sight of Johnny, his gun and his dog emerging in a dejected lock-step from the marshes is better imagined than described.

Strong men broke down and women wept, as Johnny, his gun and his dog filed slowly past, for you see, Johnny had prior to leaving on his vacation, boasted of his prowess as a hunter, and there, before the sight of all, was his duffle bag flatter than the expression on a tenor's face.

Well, that's the end of the story, but it isn't the end of Johnny, his gun and his dog. For he still thinks he can hunt and this reporter, at least, slightly suspicious of the results, is inclined to suggest to him that he take another look at his cartridges, for it isn't beyond all reason to believe, or at least to feel, that someone prone to indulge in coarse pranks may have substituted blanks in order to give the "cackleberry" previously mentioned to Johnny, his gun and his dog.

* * *

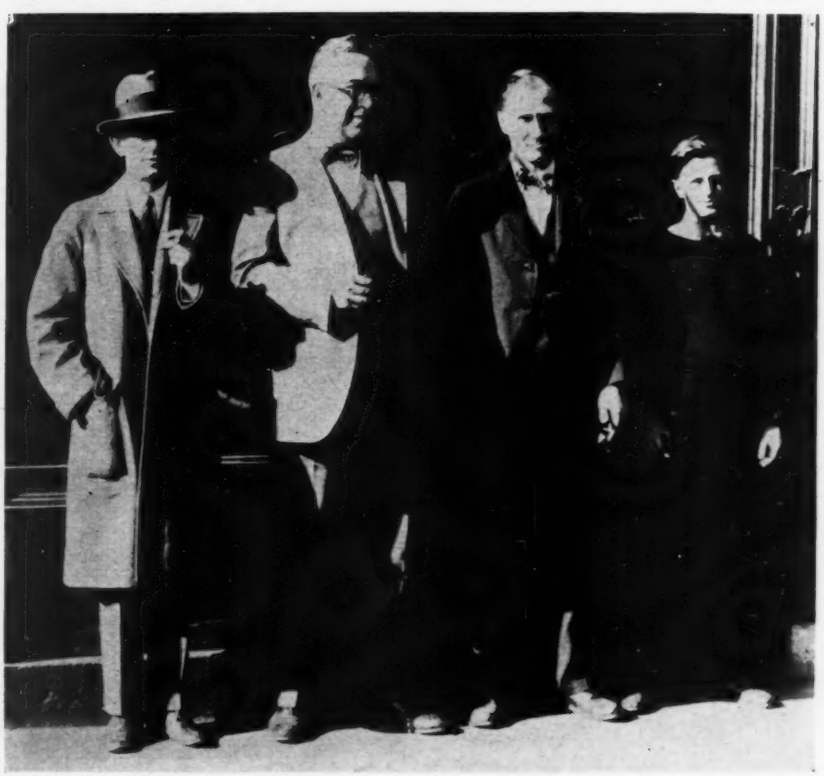
Electric Contractors Changes Name

The word "contractors" will be eliminated from the trade name of the Electric Contractors Supply Co., Des Moines, Ia., after January 1.

* * *

Robertson Supply Enlarges Staff

F. A. Robertson, formerly southern representative of Fitzgerald Mfg. Co., is now merchandise manager for Robertson Supply Co., Inc., Orlando, Fla. Mr. Robertson was vice-president of the Robertson Supply Co., Inc., up to 1922. A new salesman with this company is J. F. Hardy, a former representative of Fitzgerald Mfg. Co.



Part of the Spencer F. Fearon organization, 29 Free St., Portland, Me., with a visitor. From left to right, they are: C. O. Newton, of V. V. Fittings, Philadelphia; Spencer F. Fearon, president; Melville Libby, stock clerk, and Norman Hanson, counter sales. This company is getting out a beautiful new fixture catalog, and by the way is doing a big job in selling fixtures. They have three outside men and cover Maine, New Hampshire and Vermont.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

You have to move fast in the electrical business. The gentleman minus the overcoat is J. L. Fitch, manager of the Mason City, Waterloo and Des Moines, Ia. houses of the Julius Andrae & Sons Co., Milwaukee and his flying partner is D. L. Lindborg, Iowa salesman for the Westinghouse Co. Flying from Mason City to Rochester, Minn. to attend the opening of a new Interstate Power Co. store, they made the 75 mile trip up in 42 minutes.

Vye-Neill Opens Providence Branch

The Vye-Neill Co., Boston, Mass., has opened a branch under the name of the Vye-Neill-Southey Co., Inc., 59 Peck St., Providence, R. I. This branch is under the management of S. L. Southey, well known in New England.

The offices of the new house occupy two floors comprising approximately 6100 square feet of space. This office, in addition to the company's regular electrical supply lines, will carry a complete stock of Cutler-Hammer products, for which the company has recently been appointed a distributor. A large stock of Freed radio will also be handled.

* * *

H. C. Roberts Opens Distributing Warehouse

The H. C. Roberts Electric Supply Co., Philadelphia, announce the opening of a distributing warehouse on the northeast corner of Green and Penn Sts., Allentown, Pa.

* * *

Charles J. Parker in Wholesale Field

Charles J. Parker, formerly general manager of the Western Motor Supply Co., Minneapolis, has resigned from that position to open a wholesale distributing house in the same city under the name of the Charles J. Parker Co. Mr. Parker is handling the distribution of "Bosch" radios.

New Officers at Dayton Wholesale

H. J. Petry and M. L. Bowman are the new vice-president and treasurer, respectively, at the Dayton Wholesale Electric Supply Co., Dayton, O. R. E. Wolfe, the former vice-president and treasurer is no longer with this company, his interest being purchased by C. E. Cheesman.

Taylor Wins by Nose

During a recent visit to San Diego, Calif., C. E. Thompson, Los Angeles district manager for Westinghouse Lamp Co., challenged Milton Taylor, city salesman, Electric Supplies Distributing Co., San Diego, to a 100 yard dash. B. Guthrie, J. Guilfoyle, and B. Murray were judges and awarded the prize to Taylor by a nose.

* * *

Poll Electric Changes Lines

The H. Poll Electric Co., Toledo, O., formerly exclusive distributors for Westinghouse appliances and safety switches has discontinued these lines due to the purchase of a Toledo house by Westinghouse. The "Universal" line of appliances and "Square D" switches will now be handled by this wholesale house.

* * *

New Tulsa Warehouse for Electric Appliance

The Electric Appliance Co., Oklahoma City, Okla., is building a new warehouse in Tulsa, which will be ready for occupancy within the next two months.

The tall fellow at the left is B. F. Little, service clerk and son of A. M. Little, president of the A. M. Little Company, Syracuse. In the group with him are: Irene Mason, billing clerk; D. Levy, receiving clerk; Anna Atkinson, assistant treasurer; Myrt Ramson, shipping clerk; John P. Duke, salesman; Gertrude Laug, price clerk; L. M. Johnson, vice president of the company. Mr. Johnson is a well known man in the electrical field in central New York state.

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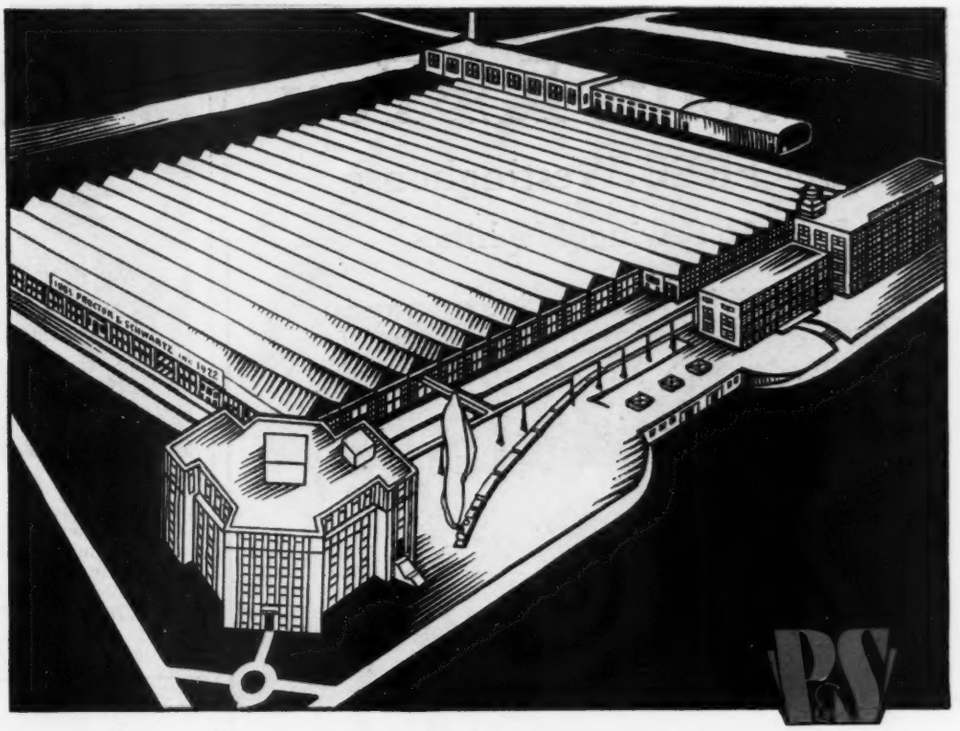
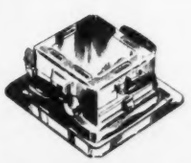


Demand That MADE Us Expand



Six months ago few knew of the Proctor principle of "tuned temperatures".

Now, the whole world wants it, and the Proctor Line of full automatic, thermostatic appliances. This is evidenced by the fact that the Cleveland plant, working day and night, producing 4,000 Proctor Automatic Adjustable Irons and Toasters per week, has failed to meet the demand.

But we started building ahead of demand. Now, extensive additions to the great Proctor plant in

Philadelphia will be completed January 1st, where all Proctor electrical products will be made—and demand will be met.

Jobbers and electrical retailers planning for 1930 will do well to investigate the Proctor Line . . . Proctor full automatic, thermostatic Iron, Toaster and Waffle Iron (to be announced soon) . . . selling at popular prices, bearing ample trade margin . . . and embodying distinct advantages found in no other field of automatic appliances. Until January 1st, address the Cleveland Office, 6612 Euclid Avenue.

THE PROCTOR & SCHWARTZ ELECTRIC CO.

A Division of Proctor & Schwartz Inc.

PHILADELPHIA & CLEVELAND

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Big Profits For You

Selling FREE-Westinghouse Electric Sewing Machines

No. 321 Early Georgian Console, FREE-Westinghouse Electric

ELECTRICAL dealers everywhere are making big profits selling the new FREE-Westinghouse Electric Sewing Machines, because they find that the sewing machine departments tie-up very well with the many other electrical household appliances which they carry.

The demand for a mechanically finer sewing machine is increasing. Women today are buying the new FREE-Westinghouse Electric's because of their superior sewing qualities and many distinct advantages of design and construction—because they operate without fatigue, sew faster and stitch better. The Free line of desk and console models add color and beauty to the home.

A complete dressmaking course by America's foremost authority is given Free with each machine purchased. This feature alone has sold thousands of FREE-Westinghouse Electric's. Another feature that has greatly aided in the sale of FREE-Westinghouse electric sewing machines is the liberal Trade-in-allowance offered on their old machine.

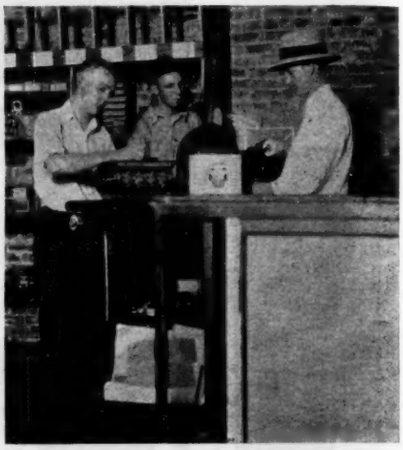
The FREE and FREE-Westinghouse Electric line of sewing machines is comparatively easy to sell because of the many superior features over other makes.

Write today for circulars and full information on how you can enjoy the profits of a FREE-Westinghouse franchise for a small investment of time, labor and floor space.

The Free Sewing Machine Co.

Factories and Office

Rockford, Illinois



At Swords Electric Co., Rockford, Ill., the radio department is entirely separate even as to stock, sales, etc. In this photograph we show the radio counter on the second floor where the dealers come to buy. Paul Person, who is in charge of the store and counter, is seen writing up an order. His assistant is Bert Kling.

Convention Expresses Confidence in 1930

(Continued from Page 7)

lent paper on "Responsibilities of Membership." C. J. Litscher, president of the C. J. Litscher Electric Co., Grand Rapids, Mich., also delivered a paper on the "Necessity and Value of Sales Analysis to Electrical Wholesalers." Mr. Litscher's paper contained some meaty facts on this important work. In passing, it might be well to add that Chris received word during the convention that he had acquired the title of "Grandfather."

At the final session, a committee was authorized to prepare and present for approval to the Federal Trade Commission, resolutions which may ultimately become a "Code of Fair Practices for the Electrical Wholesale Industry."

Other business concluded was the agreement that the Committee on Committees should meet immediately after the spring convention to appoint the chairmen of the various committees. An assistant to the managing director was authorized and a date set for the spring meeting. It will be the week of May 26th at the Homestead, Hot Springs, Va.

The "Free Lance" group held its meeting on Wednesday evening, November 13. It was devoted to an open forum discussion at which

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

If you knew

FA Panelboards—

FA TRADE MARK

— as this man does!

It takes a wireman to appreciate the many good features of FA Panelboards. If you knew these features and where they are most applicable you would sell more FA Panelboards than you thought could possibly be sold in your territory.

Get this FA knowledge, study the line, ask the FA man. It is important, for usually the salesman that sells the contractor or industrial electrician the panelboards on a job, gets the order for the staple wiring products as well.

It is not a new thought. Knowledge is selling power and to know FA Panelboards is to sell them.

Send for catalog and any information you would like to have. No obligation involved.

Use the FA Men *in District Offices* to Help You Sell!

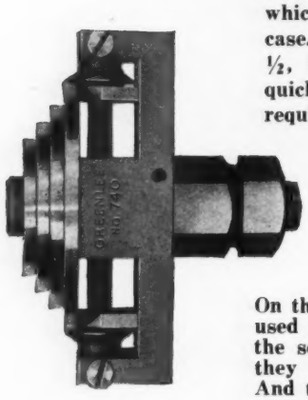
The sales organization of the Frank Adam Electric Company includes men in each district office who thoroughly understand wiring jobs and panelboard and switchboard problems. They can and will help you sell FA products and will create both business and friends for yourself and house.

This FA Service means as much profit by additional sales as the profit you might make working alone on FA Panelboards. Write now for details.

Frank Adam
ELECTRIC COMPANY
ST. LOUIS

Atlanta, Ga.	Cincinnati, Ohio	Kansas City Mo.	New Orleans, La.	San Francisco, Calif.
Baltimore, Md.	Dallas, Texas	Los Angeles, Calif.	New York, N. Y.	Seattle, Wash.
Boston, Mass.	Denver, Colo.	Memphis, Tenn.	Omaha, Nebr.	Tulsa, Okla.
Buffalo, N. Y.	Detroit, Mich.	Minneapolis, Minn.	Philadelphia, Pa.	Vancouver, B. C.
Chicago, Ill.	Jacksonville, Fla.		Pittsburgh, Pa.	Winnipeg, Man.

Let These New Tools Help Make the New Year Prosperous for You!



To the right is one of a set of four Greenlee Knockout Punches, which come in a neat leather case. They enlarge holes to fit ½, ¾, 1 and 1¼-inch conduit quickly and easily. Operation requires only a common wrench.

On the left is the Greenlee Knockout Cutter, which is used for making larger holes than is possible with the set of Punches. Both tools are unusual in that they cut a smooth hole without filing or reaming. And they do it at a speed that will surprise you.

THESE Greenlee Knockout Tools were not brought out with the idea of giving the jobber something "just as good" to sell. But they were developed because careful investigation showed a definite need for tools that are capable of enlarging holes in switch cabinets, panel boards, etc., quickly, smoothly and accurately.

The most interesting thing about them, from the standpoint of the jobber, is that these tools have met with an enthusiastic reception on the part of the contractors. They recognize them as real time and labor savers, which pay for themselves many times over. A remarkable response has been had from the direct-mail publicity and from the advertising being run in the Electrical Contracting and Hardware magazines.

All of this simply means that there are now available two new items, which are not only right mechanically, but which are fast winning the full acceptance of the trade. It only remains for you to line up with them in order to profit by a demand that is real and definite.

Write today for prices and other information

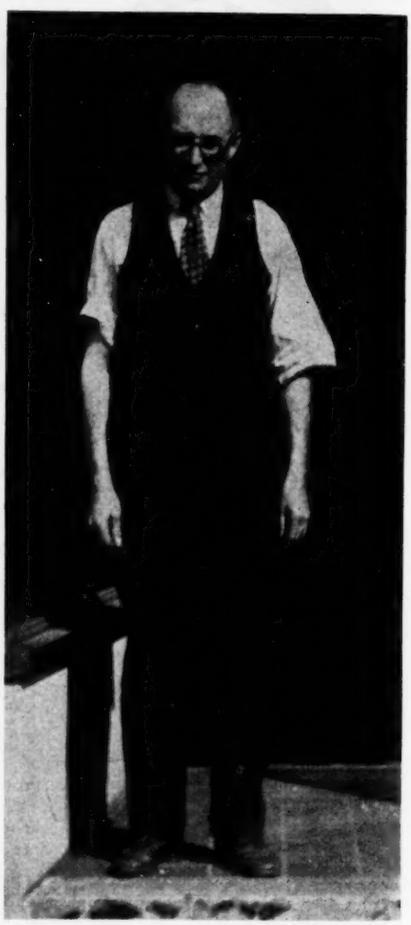
GREENLEE TOOL CO.

Rockford, Illinois

G. E. Cullinan of Graybar, J. L. Buchanan of the General Electric Supply Corp., and W. Jockers of the Westinghouse Electric Corp., spoke. Each of these speakers assured the "Free Lance" group that it was not the intention of their respective companies to dominate the field, that they simply desired adequate representation for the proper distribution of their products.

L. T. Milnor, formerly the owner of a chain controlled house and at present an independent, was called upon to express his views from his dual experience.

The members were well pleased with the frank and open addresses of the speakers and the ready manner in which all questions



Joseph Kovalsky, president of the Kovalsky and Carr Electric Co., 234 Clinton St. N., Rochester, N. Y. This company has been in the wholesale electrical supply business exclusively for nine years under the name of the Save Electric Supply Co., and recently found that its name conflicted with that of another organization in its operations outside of Rochester. The name was changed when the company was incorporated on July 1.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

VOLUME SALES FOR 1930!

with the ESKIMO *line of* FANS, VENTILATORS *and* APPLIANCES

$15.00
List

Complete with two-piece plug and six feet of cord.

While you are deciding on your most profitable concentration lines for 1930, don't overlook ESKIMO—Always something new and better . . . . .

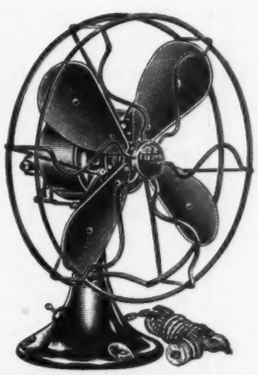
New! FRUIT JUICE EXTRACTOR *for home use*

Start the new year off with a bang. Here is the kitchen appliance that has claimed the attention of housewives everywhere and is proving a fast seller for your dealer friends. The Eskimo gets all the juice—none is lost . . . Bowl and reamer are easily lifted out for cleaning . . . Enameled top and base and chrome plated body will not rust, stain or tarnish . . . Base is fitted with rubber pads to prevent marring polished surfaces . . . . Fruit juice now is a requisite in every family diet. Write today for a supply of attractive descriptive circulars for customer distribution.

Model 20 Oscillating

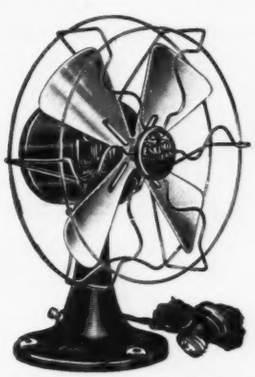
$10.00
List

Two-speed, 10" fan—Handsome in appearance. Will not creep.



Sell FANS *that are established among the trade*

The fan business was good last year and it will be good in 1930 for you jobbers who sell ESKIMO . . . . Well built and thoroughly reliable, Eskimo fans run quietly and last longer than others. There are no "comebacks" or complaints when you sell Eskimo fans. The new Model 50 selling for $14 list is a beauty. Like the Model 20 oscillating it is a two-speed toggle switch in a heavy cast base.



New Model 50

$14.00
List

Both have self aligning bearings, swivel joint and are adjustable to any angle. Write today for catalog describing the complete ESKIMO line of fans, ventilators and appliances.

◆ UNITED ELECTRICAL ◆
MANUFACTURING CO.

Adrian . . . . . Mich.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

for 1930!

FARIES

"THE UNIVERSAL LINE"

No. 3230

No. 3544

The FARIES line sells itself on the basis of its pure merit, and possesses such alluring natural advantages that no live jobber can afford to be without it.

Our long established and constructive Jobber-Dealer policy continues to be an ever increasing, protective and profitable measure to the trade.

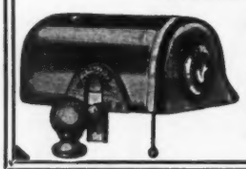
Write today for catalog No. J-12 with prices.

No. 3207

No. 3687

"SLIP-ON" SHADE

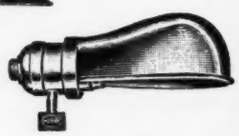
EXCLUSIVELY PATENTED



Every VERDELITE lamp has the patented "Slip-On" shade which renders all FARIES decorated shades instantly interchangeable.

No. 27

No. 1062-A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FARIES MFG. CO.

DECATUR, ILL.

At the left is A. E. Farrenkopf, secretary of Stanley & Patterson, Inc., New York City, N. Y. He is again mixing work with play, by taking in an electrical contractors' outing held recently on Long Island. As can be seen he seems to be thriving on this combination. His companions are unidentified.

were answered by the representatives of the chain groups. A rising vote of thanks was given them. Before adjourning, 37 representatives were nominated for places on the "Free Lance" advisory committee.

The social activities of the convention were confined to a banquet given the wholesalers by the manufacturers on Thursday evening, November 14. A brilliant entertainment was furnished by talent imported from New York for the occasion. The banquet was in charge of Harry Bussmann of the Bussmann Mfg. Co., St. Louis, and Howard Ehrlich, publisher of THE JOBBER'S SALESMAN.

On the left is J. Isaacs and on the right H. Rebeck of the City Electric Co., Syracuse, all set to play a little golf. This photo was taken last August while both men were enjoying their vacation.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

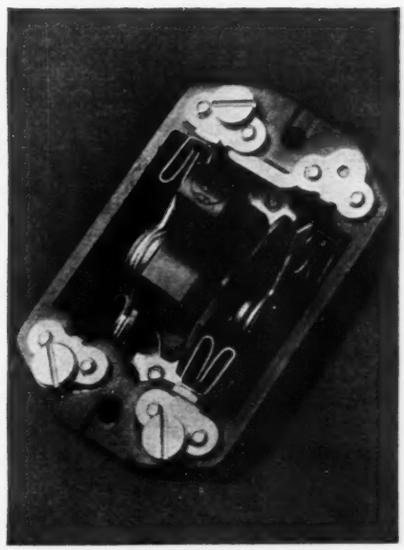
SEE what happens

..to switch contacts not designed for type "C" lamp service

..SEE

the perfect condition of the new Hubbell Switch Contacts

They have undergone the same service ...but their design prevented ruinous burning at the "make"...



The new Hubbell Toggle Switches incorporate a radically new form of contact spring scientifically designed so that two different rates of vibration are set-up in the spring; one tending to counteract the other. Thus recoil is practically eliminated in the ends of the contact spring when the solid metal contact blade strikes between them. As a result, burning and pitting of the spring is prevented —even when in circuit with type "C" lamps.

THESE PHOTOGRAPHS tell more forcibly than words the reason toggle switch contacts must be designed with type "C" lamp service in mind.

The standard type contacts shown at the top were removed from a Single Pole and a Double Pole switch after less than one year's service in circuit with type "C" lamps. They are practically destroyed. In a very short time they would break down completely under the heavy load of burning, fusing current at the instant of "make".

Now examine the new type Hubbell contacts in the switch at the right. They are in perfect condition, yet this switch has undergone exactly the same service which destroyed the "old" type of contacts. A radically different design provides for severe service. Burning of contacts at the "make", the chief cause of toggle switch trouble, is entirely overcome.

You will find much of interest in a detailed description of the *complete line* of new Hubbell Shallow Flush Toggle Switches. To obtain it — just clip the lower right corner of this page to your letterhead.

HARVEY HUBBELL, INCORPORATED
BRIDGEPORT - - - CONNECTICUT

Boston, Mass., 176 Federal St.; Atlanta, Ga., H. C. Biglin, 138 Marietta St.; New York, N.Y., 122 E. 42nd St.; Chicago, Ill., 318 W. Washington St.; Denver, Colo., T. H. Bodfish, 1109 Broadway; Philadelphia, Pa., Fifth St., Phila. Bourse, Exhibition Dept.

HUBBELL
Toggle Switches

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

"STANDARD" A.B.C. *Armored Bushed Cable*

Licensee Patent No. 1687013
Other Patents Pending

"STANDARD" A. B. C. Cable is now available. Watch for other important "STANDARD" announcements—coming soon.

STANDARD
ELECTRIC EQUIPMENT CORP.

A New Name and
NEW PRODUCTS

Connectors	Fittings	Metal Hose, Covers
Locknuts	Flexible Tubing	Flexible Steel Conduit
Bushings	M. I. Straps	Round and Square Boxes

STANDARD ELECTRIC EQUIPMENT CORP.

Long Island City, N. Y.

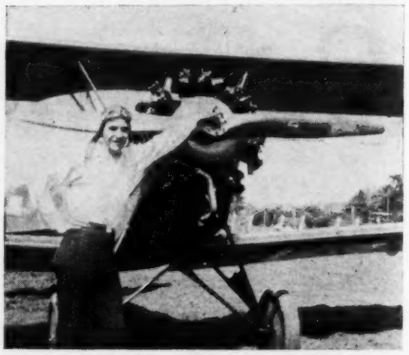
Actual service proves their superior quality and stability. Write for catalog.

STANDARD thru many years' use!

HEMINGRAY

Glass insulators for low and medium voltage lines..

Hemingray Glass Co.
Muncie, Indiana



When the Milwaukee Electrical League had its outing last summer at Waukesha Beach, Phil "Bud" Kailing was Johnny on the spot with his fleet "Husky" plane and started the program of the day with a bang by giving the party a flying air circus. Bud, who is a son of Alex. M. Kailing, president of the Milwaukee jobbing concern bearing his name, was assisted in his stunts by four pilot friends—all air devils. According to reports, some of the stunts made the Electragists' hair literally stand on end. There were 200 cars in the parade to the beach, where a celebration was held in honor of "Light's Golden Jubilee."

Homes Wired for Electricity

A recent report of the statistical department of the National Electric Light Association shows that out of 28,596,000 homes in the United States, 19,057,000, or 66 per cent, are wired for electricity. This is an increase of 1,197,000 over the year 1927.

California and New York divide honors for first place, both being credited with more than 100 per cent of the homes electrified. The record "over 100 per cent" is due to either classification of meters or estimated population. New Hampshire is in second place with 99 per cent of the homes wired. New Jersey is in third place with 96 per cent; District of Columbia fourth, 94 per cent; Rhode Island fifth, with 92 per cent; Massachusetts sixth, 90 per cent; Utah seventh, 89 per cent; and Connecticut eighth, 88 per cent. Mississippi occupies last place with only 15 per cent of the homes wired for electricity.

The other states are as follows: Alabama, 26 per cent; Arizona, 32 per cent; Arkansas, 25 per cent; Colorado, 66 per cent; Delaware, 52 per cent; Florida, 56 per cent; Georgia, 21 per cent; Idaho, 54 per cent; Illinois, 85 per cent; Indiana, 65 per cent; Iowa, 56 per cent; Kansas, 60 per cent; Kentucky, 33 per cent; Louisiana, 27 per cent;

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Big 4 BENJAMIN TRADE MARK Sales Makers

LOWERED production costs, through speedier operation, with greater safety, less spoilage and reduction of labor turnover, is the aim of good management today.

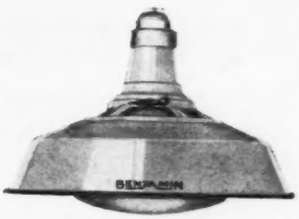
These four big Benjamin salesmakers meet the issue squarely.

High lighting efficiency, safety and reliability; a maximum of economy and flexibility in installation and a minimum of maintenance costs characterize each of these "Certified by Benjamin" products.

They are adaptable to a tremendous range of lighting requirements. Keep them in mind on every lighting job.

"Type 79" Glassteel Diffuser

The lamp, reflector and globe are detachable as a complete unit, facilitating easy and frequent cleaning and maintaining the original efficiency of the lighting system at low cost and with a minimum interruption to productive operations. Pendent and ceiling outlet-box type hoods, with Benjamin three-point bayonet lock.



"Type 79" RLM Dome Reflector

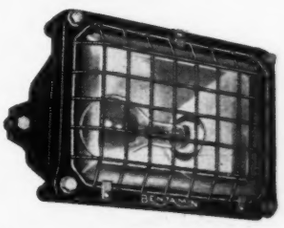
Equipped with the Benjamin three-point bayonet lock and interchangeable in all sizes with the Type 79 Glassteel Diffuser. Lamp and reflector detachable as a complete unit. Preserves the high illuminating efficiency of the RLM Dome Reflector and adds the advantages of easy wiring, easy cleaning and low maintenance costs.

Emblem Sign Reflector

For the intensive lighting of circular and other small signs. Only three parts to handle—hood, socket and reflector. Low first cost, wiring and installation reduced to the greatest simplicity. Easily installed in correct position with relation to the sign so as to produce an intense, uniform illumination and avoid spillage of light and glare over top of sign.

Pit Lighting Unit

Designed especially for the lighting of railway service pits, but used as much for the effective and economical lighting of tunnels, automobile greasing pits, greasing lifts, washing racks, etc. Practically indestructible, water and moisture proof. Installed on or in recess of side wall, suspended on brackets or mounted on standards.



We will be glad to furnish you with a supply of special bulletins illustrating

and describing in detail the many advantages of these new Benjamin products.

BENJAMIN ELECTRIC MFG. CO.

General Offices and Factory

DES PLAINES (Chicago Suburb) ILLINOIS

Divisional Offices and Warehouses

New York
247 W. 17th Street

Chicago
111 No. Canal Street

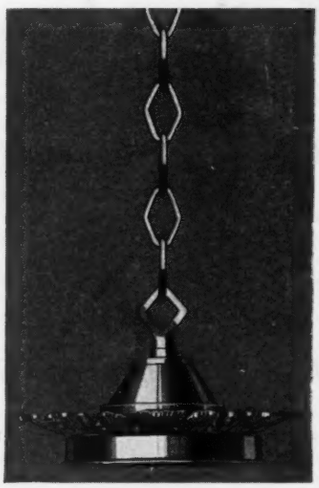
San Francisco
448 Bryant Street

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

This New Line!

AMCO MODERNISTIC

SAFETY HANGER EQUIPMENT



is a fast profit producer for you

Rich and massive in appearance with instant customer appeal this new and complete line of AMCO Modernistic Safety Hanger Equipment is building sales for jobbers and their salesmen everywhere. . . Something entirely new and different—no wonder it is widely acclaimed for beauty of design and practicability.

Harmonizes with any glassware. —Inexpensive —allowing your customers a liberal profit and assuring them sales. . . Easy to install—AMCO SAFETY HOLDERS lock the glassware into position by simply placing the globe on the holder—SAFE and SPEEDY. Push this profitable line now.

Mail Coupon today!

Art Metal Co.,
1800 E. 38th St., Cleveland, Ohio.

Gentlemen: Without obligation on my part, please send me AMCO catalog describing and illustrating values of your entire line.

Name..... *Address*.....

City..... *State*.....

ART METAL COMPANY

1800 E. 38th Street, Cleveland, Ohio

"Hanger Specialists"

Maine, 67 per cent; Maryland, 67 per cent; Michigan, 84 per cent; Minnesota, 64 per cent; Missouri, 64 per cent; Montana, 47 per cent; Nebraska, 53 per cent; Nevada, 68 per cent; New Mexico, 25 per cent; North Carolina, 30 per cent; North Dakota, 40 per cent; Ohio, 76 per cent; Oklahoma, 37 per cent; Oregon, 83 per cent; Pennsylvania, 70 per cent; South Carolina, 24 per cent; South Dakota, 37 per cent; Tennessee, 30 per cent; Texas, 43 per cent; Vermont, 75 per cent; Virginia, 37 per cent; Washington, 78 per cent; West Virginia, 34 per cent; Wisconsin, 68 per cent; Wyoming, 47 per cent.

* * *

Fred L. Johnson Makes Change

Fred L. Johnson, formerly manager for the Florida Electric Supply Co., Miami, Fla., has been made specialist on Line Material Co. products and other transmission department equipment in the Los Angeles district for the Associated Wholesale Electric Co.

* * *

Iron City Issues Catalog

The Iron City Electric Co., Pittsburgh, has issued a most attractive "Radiola" Dealer Sales Manual. It is a most attractive publication and one which is arousing the enthusiasm of the company's dealers.

Motorcycle delivery unit bearing license 13, operated by Jake Potter of Sager Electrical Supply Co., Boston, Mass. The "baggage" in the side car is Jim Kedian, manager of the appliance department of the Sager Electrical Supply Co. Jake and Jim appear to be in no way superstitious about the number "13".

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

These SUTTLE Products Meet the Big Demand . . .

These new and exclusive Suttle developments cater to the widest possible market for Electric Home Utilities. Original in design. Strong and sturdy in construction. An amazing new price appeal, plus a most comprehensive plan of advertising and resale cooperation.

Write today — Get our interesting proposition.

Suttle Electric labor Savers Appeal to Progressive Dealers. It is both Progressive and Profitable to Sell—

Suttle Electric
Clothes Washer
Clothes Dryer
Dish Washer
Health Exerciser

SUTTLE EASY SELLERS

SUTTLE Electric Clothes Washer

THE newest development in washing machine construction and operation. Electro-Magnetic principle more simple and dependable than Electric Motor. Impeller is isolated by metal screen, does not come in direct contact with wash. New washing principle forces water through fabric instead of swishing wash through water. Prevents wadding, twisting or tearing of fabric. Impeller gives 120 complete reversals of water a minute. Does an evening's wash in a few minutes, with thoroughness and gentleness—that dainty, more costly garments require. Highly polished aluminum tub, distinctive in appearance, light and portable. Aluminum extra thick for durability. Height, 10½ in.; diameter, 13¼ in. Used or stored in small space—operates from any light socket. Complete with 8-foot rubber coated, water proof cord. Retail Price, **$20**

SUTTLE Electric Clothes Dryer

SUPPLIES an urgent household need with the most ingenious device. Electric Fan at top forces swift air current through red hot Electric coil into drying chamber below.

HOT DRY AIR—Hundreds of cubic feet per minute circulated in drying chamber. Quickly replaces moisture. Dries out contents in a few minutes. Weighs only 3½ pounds. Bag snaps on or off quickly. Entire outfit folds up and stores in small space.

Removable curtain of durable material. Modernistic design, fast colors. Makes drying cabinet 8½ inches wide and 22 inches long at top—47 inches in height. Multiple hook accommodates seven garment hangers. Generous drying capacity.

The handiest thing for drying an evening's wash—drying the hair—wet furs, overcoats, children's clothing—bathing suits, diapers, etc. HAS A HUNDRED AND ONE USES. Complete with wall bracket. Retail Price, **$15**

The SUTTLE Electric Dish Washer

A DISH washer and dryer combined. Multiple action . . . Myriad torrents of hot, splashing suds does the work quickly. Dual Purpose—while rinse water drains, electric fan forces air current through red hot Electric coil. Hot dry air quickly dries contents. No unsanitary dish towels or individual dishes to handle.

No rough, red hands—keeps hands out of greasy dish water. Saves time, temper and china.

Highly polished aluminum tub—shines like silver. Light in weight, extra thick aluminum insures durability. Sanitary, will not rust or corrode.

Sets securely on drain board—water drains directly into sink. Stores away easily under sink or in small space.

22 inches long, 13 inches wide at base, only 11 inches high. A child can easily lift and operate it. Complete with metal dish rack and 8-foot rubber coated water proof cord. Retail Price, **$38**

The SUTTLE Electric Exerciser

PROVIDES the correct principle of vibration. It's the new and easy way to reduce fatty tissue. It's a real health stimulant. Provides most natural application of vibratory and massage principle. Its beneficial effects can be concentrated on any portion of the body.

The only Exerciser that permits you to reduce and exercise as you relax. Will shake off superfluous chins, exercise the flabby, sagging muscles of the face and neck, making them firm and youthful again. Nothing to equal it on the market. Its size, shape and convenience of application makes it particularly useful in localized treatment. Sells itself with the first demonstration. The instant it is applied there is a noticeable stimulating effect. Retail Price, **$25**

SUTTLE EQUIPMENT COMPANY

400 North Michigan Avenue CHICAGO

Factory: Lawrenceville, Ill.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

STRONG AND RIGID

Designed and built to stay put —note the cast brass flange-nut conduit connection; also adapter and how these two heavy castings are threaded together to make the whole unit practically integral—The thoughts uppermost in the minds of the engineers in designing this holder were—

EASY WIRING
EASY CLEANING
and
STURDY SIMPLICITY

Catalog No. 180 will show you how this holder makes Abolite RLM Domes, Shallow Domes and Deep Bowl Reflectors Interchangeable.

The ABolite Reflector Co.
2114 Terminal Tower
Cleveland, Ohio.

ABolite
DOME AND BOWL
REFLECTORS

F. E. Schmidt (right) and T. J. Whalen, both recently appointed local manager and local sales manager respectively, of the Rochester branch of the Robertson-Cataract Electric Co. Schmidt started in the jobbing industry 11 years ago as errand boy for the Wheeler-Green Electric Co. and has been with his present firm for six years. Whalen started with this company five years ago and was also formerly with Wheeler-Green. He recently completed the lighting lay-out for the Rochester Municipal Airport.

One for the Credit Men

A wholesale house had a slow account and finally wrote a rather "hot" letter. The reply received read as follows:

"What do you mean by writing me such a letter? I know how to run my business. Every month I place all my bills in a basket and figure how much I can pay on my account; then I blindfold my stenographer as she draws the bills from the basket until that amount is used up. If you don't like the way I'm doing, in the future I won't even put your bill in the basket."—*The Otterbein Press.*

* * *

Tilden-Kienly Represents Gem

The Tilden-Kienly Co., 545 Sutter St., San Francisco, Calif., has been appointed a distributor on the Pacific Coast for the household electrical appliances manufactured by Gem Appliances, Inc., New York City.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

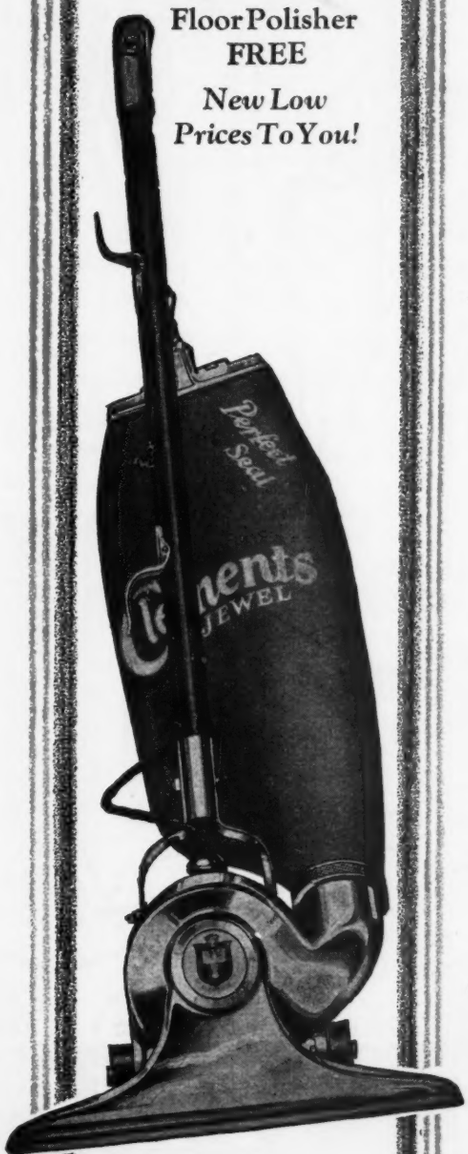
Why we believe the CLEMENTS-JEWEL is a Profitable Item

for Jobber and Jobber Salesman

$36.75

Floor Polisher FREE

New Low Prices To You!



1. It is free from servicing risks, because "straight suction", hence simply constructed, light in weight and free from complicated mechanisms.

2. The product of 19 years' cleaner building; all little "imperfections" eliminated years ago.

3. Priced low enough to sell from the floor, yet high enough to permit a fair profit to jobber and dealer.

4. The Clements-Jewel, examined part by part, will compare most favorably with machines of highest price.

5. Our personalized cooperation works through the jobber, through the jobber salesman, through his selected dealers to the consumer. A proven plan which increases salesman's averages, boosts sales, yet does not interfere with the jobber's organization.

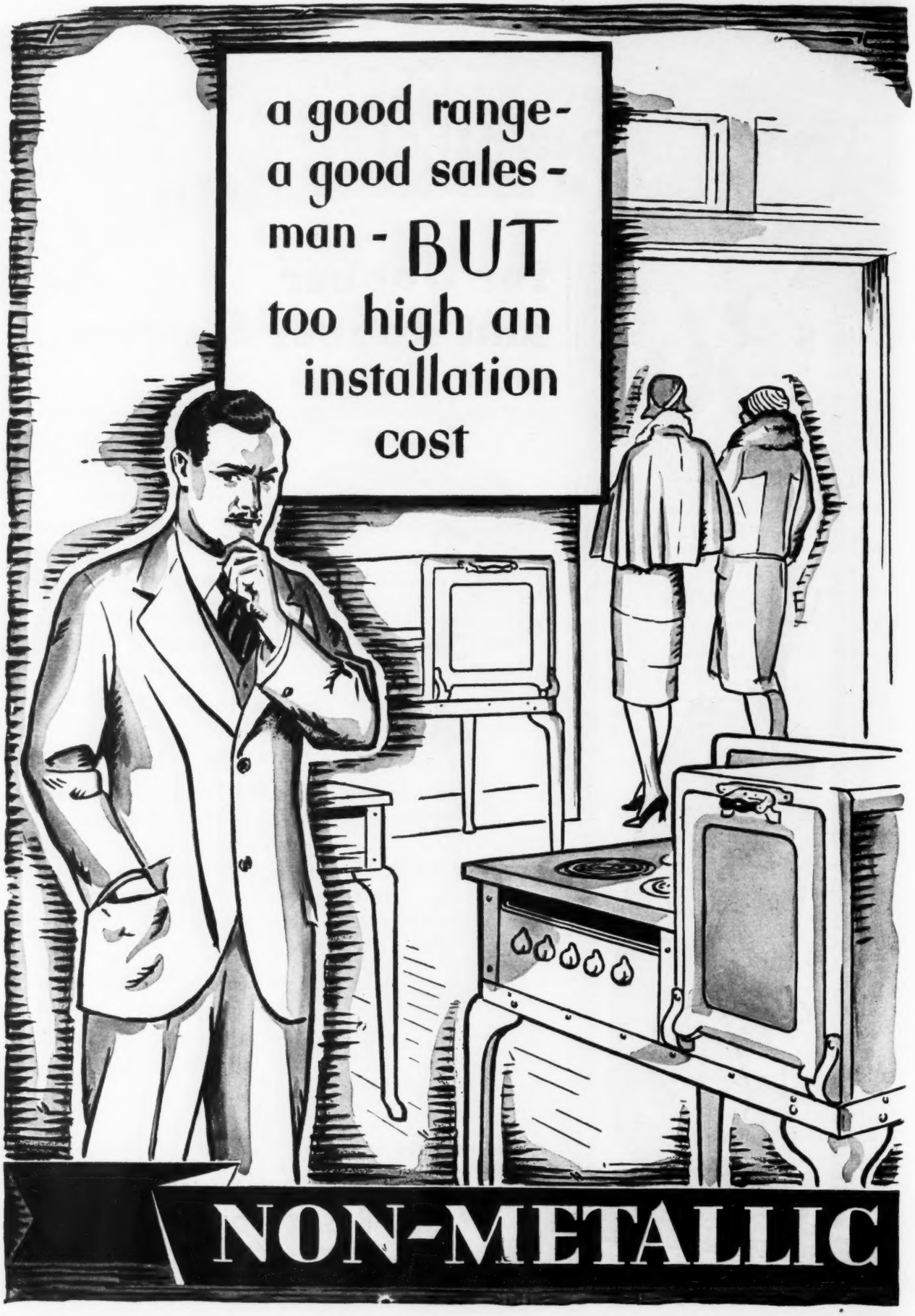
6. Backed by a strict policy which protects jobbers, jobber salesmen and dealers from house-to-house competition.

Clements Mfg. Co., 625 Fulton St., Chicago, Ill.

Ball Bearing
Clements
JEWEL

"Backed by 19 Years Fine Cleaner Manufacturing"

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

non-metallic sheathed cable cuts installation costs – and sells more ranges

IT'S hard to find good range prospects. It's harder still to bring them to the point of buying. But the toughest job of all is to get over the high cost of installation.

Non-Metallic Sheathed Cable offers the best method. It lowers installation costs considerably, not only for ranges but for refrigerators, dishwashers, water heaters, and similar appliances. It makes possible a flat price for installations at a lower cost to the customer, yet with the same profit for you.

Conditions vary, and costs vary. But savings ranging from ten to thirty-six percent have been reported when major appliances are installed with Non-Metallic Sheathed Cable.

You cannot appreciate just how much you can cut installation costs, nor how many more sales you can make until you try it.

If you want further information before ordering, write any of the Licensed Non-Metallic Sheathed Cable Manufacturers listed below for a copy of the booklet—"Where and How to Use Non-Metallic Sheathed Cable".

American Circular Loom Company
Anaconda Wire and Cable Company
Collyer Insulated Wire Company
Eastern Tube and Tool Company
General Electric Company
National Metal Molding Division
National Electric Products Corporation
Rome Wire Company
Division of General Cable Corporation
The Wiremold Company
Triangle Conduit Company, Inc.

The above Manufacturers are Licensed under Non-metallic Sheathed Cable Patents number 1439323; 1520680; 1203788; 1673752.

SHEATHED CABLE

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

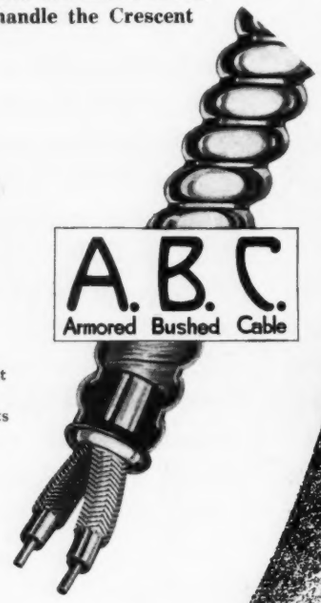
PROFITABLE

Because—

CRESCENT Products

"Crescent" National Electric Code Rubber Covered Wire and Cable.
Intermediate Grade Rubber Covered Wire and Cable.
"Imperial" 30% Rubber Covered Wire and Cable.
"Crescent" Lead Encased Wire and Cable.
"Crescent" A.B.C. Cable.
"Crescent" Lead Covered Armored Cable.
"Crescent" Flexible Metallic Conduit.
Lamp, Heater, Brewery, Canvasite and Packinghouse Cords; Plain Rubber Sheathed and Braided Portable Cords; Elevator Lighting Control and Annunciator Cables; Borderlight and Stage Cables; Dampproof Office and Annunciator Wires and Cables; Special Flexible Cords, Cordage and Cables for Telephone Instruments and Radio; Magnet Wires—cotton and silk covered; Organ Wire and Cable; Bare and tinned copper wire and cables.

The high quality of Crescent wire products has earned, for them, a reputation for dependability and performance. Crescent equipped means satisfaction—the kind of satisfaction that rapidly turns first time customers into consistent users. It pays to handle the Crescent Line.



Licensee
U. S. Patent
1687013
Other Patents
Pending

M643

CRESCENT
Insulated Wire and Cable Co.
CRESCENT ARMORED WIRE CO.
TRENTON N.J.

Forty Years of Knowing How in Every Crescent Product

Love Electric Installs Show Cases

The Love Electric Co., Tacoma, Wash., announces the installation of show cases in its offices at 732 Pacific Ave.

* * *

Lindley Electric to Change Quarters

The Lindley Electric Co., Philadelphia, has made arrangements for the purchase of larger quarters and will commence to move after January 1.

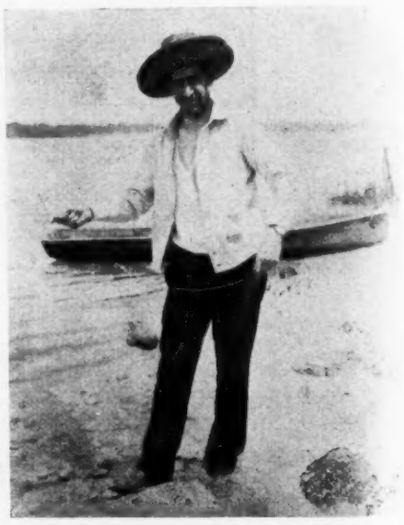
* * *

The Jobber's Salesman Hour

(Continued from Page 12)

ments by advertisers on their plans for the coming year. These statements are also read to the men, delivering practically the same messages as would be presented personally to them by representatives.

Just how much of a factor this "hour" will prove at a sales meeting is solely dependent upon the amount of discussion and argument the men put into it, for it is, after all, second only in importance to the actual presence of the manufacturer himself and as such, it should be appreciated in its full value and significance.



This hat is certainly Mexican but just as surely the man under it is a real American. Like other big business men, he likes to visit the wilds where careless attire is the order of the day. Now that you have failed to recognize him, he is none other than A. P. Bergner of the Erner Electric Co., Cleveland, O.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

"USE A KONDU INSTEAD OF A THREAD"

ASK THIS QUESTION—

Ask experienced electrical contractors and maintenance men *why they prefer KONDU Threadless Fittings,* and they'll tell you:

> "KONDU is the simplest and quickest fitting to install, or to take out of a line when making changes. KONDU saves at least 50% of our labor cost on conduit installation."

SIMPLEST: No threads to cut— no threading machines, or pipe stocks and dies. No tools but a wrench.

QUICKEST: Just slip the KONDU fitting over the ends of the conduit, and three or four turns of the lock-nut at each end puts the KONDU in *to stay*— never known to loosen from vibration.

NO SCRAPING OF ENAMEL, as the sharp grounding rings of KONDU bite right through, giving a perfect ground.

TAKES THREADED CONDUIT TOO: You can use odd lengths, just the same as new conduit.

EASIEST FITTING TO CHANGE: You'll like the easy way KONDU comes out of the line— your men don't have to disturb any of the conduit to make a change.

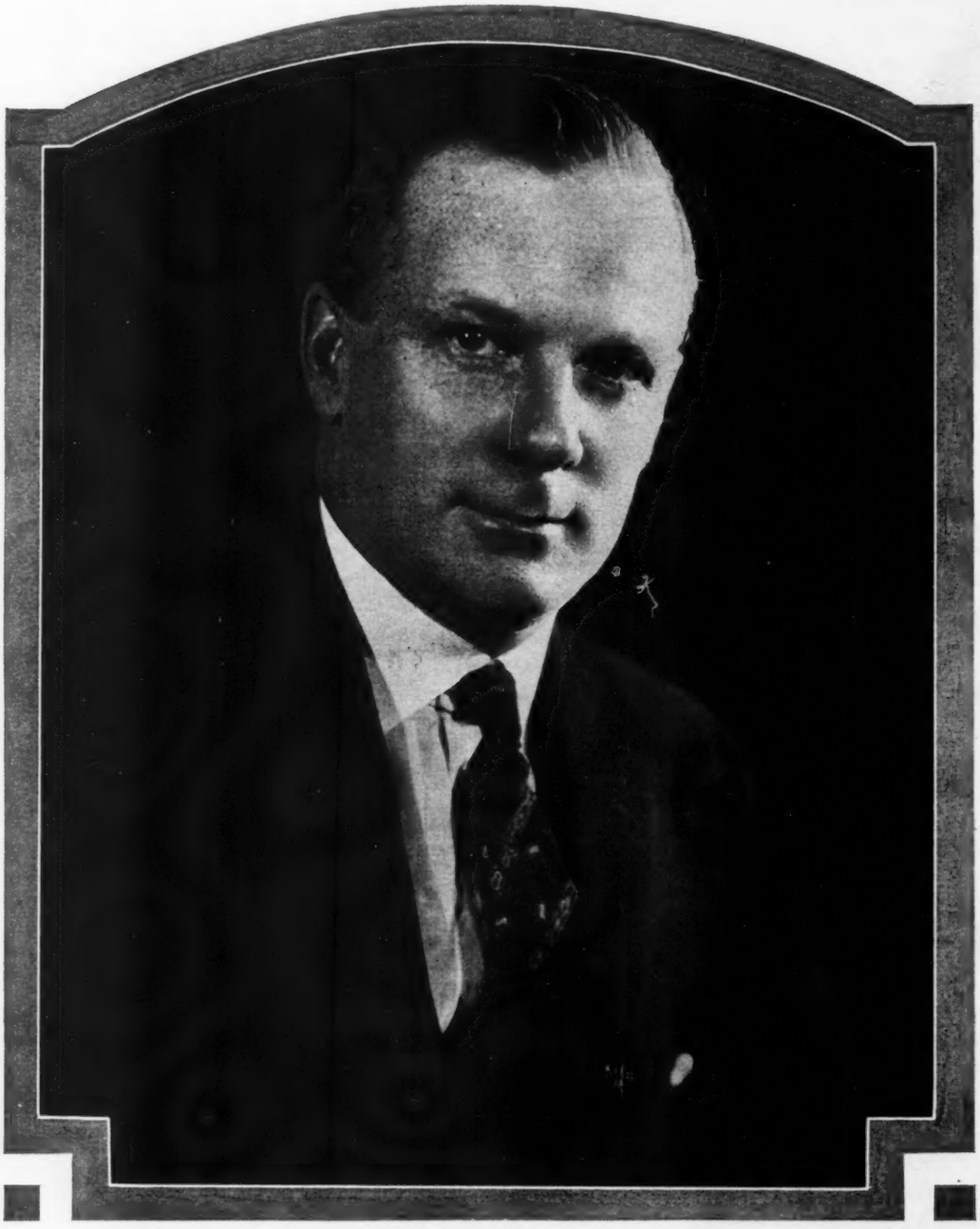
Write for our booklet "Facts You Should Know About Kondu."

ERIE MALLEABLE IRON COMPANY
Kondu Division
600 West 12th Street, ERIE, PA.
Canadian Representative:
Kondu Manufacturing Co., Ltd., Preston, Ont.

FIRST IN THE FIELD OF THREADLESS FITTINGS—

KONDU

CAN BE TAKEN OUT OF THE LINE ANYWHERE AT ANY TIME



J. Newcomb Blackman is Vice-President of the National Federation of Radio Associations; Vice-President of the Radio Wholesalers Association; Vice-President of the French Nestor Co., Jacksonville; and President of the Blackman Distributing Co., New York

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

RADIO

In this, the Twelfth of a Series of 12 Messages by Prominent Radio Men, J. Newcomb Blackman Comments on the Recent Market Situation and Points Out the Factors Instrumental in the Drop. "From Now on We Will Have to Keep Our Minds on Our Business" Says Mr. Blackman

THE inevitable always happens—it is seldom that it happens when we expect it or that when it does happen it is what we expected it to be. The radio business, with almost all other business, now faces, in my judgment, the necessity of stabilization. Mushroom growth or temporary success based upon speculatively inflated values, results eventually in the inevitable, namely, a re-adjustment and re-establishment in the minds of all that the law of supply and demand in the end always proves to be the controlling factor.

For some time there existed in Florida a fool's paradise, and then the speculative bubble burst. The sunshine there since has been no different than before, but the same land is much cheaper.

The American public in all walks of life have been matching their wits in the stock market. Instead of buying securities based upon seasoned value, reasonable average income, or the like, speculators have been buying, convinced with each purchase that another purchaser could always be found just around the corner ready to buy those same securities and to pay a handsome profit. The action of the stock market recently in wiping out millions in profits which people really never had, except on paper, is causing many people to learn some new lessons and others to recall some old ones which their gambling activities caused them to forget temporarily.

◂ ◂ ◂

Mergers have had a great speculative attraction. Mergers are a good thing if they bring about economy in operation, increased efficiency, and are based upon a sound financial foundation insuring eventually profit for all concerned. But when a business ceases to function as such and instead of manufacturing and selling its merchandise for profit, proceeds instead to grind out stock certificates for speculation, then such a business usually is skating on thin ice and is likely to become the victim of gambling.

The inevitable has now happened and the speculative security bubble has burst. The wonder of it all now seems to be that we were able to find enough parachutes in one form or another to stand the great shock. But every cloud has its silver lining, and the present business horizon is not an exception. Our country was probably never in a better position to stand an unprecedented fall in security prices. I say "prices" because "values" have not been changed with the speculative marking up of "prices." In most previous comparable instances the sudden falling of security values was the result of over-production, large inventories at inflated costs, and usually followed curtailment of industry and sudden conditions of unemployment. But now probably every basic industry is in sound financial condition. Generally speaking, inventories are low, money is plentiful, and the prices of commodities entering into the cost of living or the manufacture of finished products have been on the downward scale, contrary to the prices of inflated securities. We have now no dangerous heights of commodity prices comparable with World War times, and there are jobs for practically all those who show a serious desire to work. Such people will probably continue working, but they will have to pay more attention to their regular jobs. In other words, in our business we will have to put our minds upon the manufacturing and selling of radios instead of those nicely engraved pieces of paper that we call securities. We shall have to keep our minds on our regular jobs instead of on our accounts at our stockbrokers. So, except to the extent that our pride has been hurt in being knocked off our millionnaire pedestal and in having spent some of our speculative profits, we shall be able to stand the contraction and be much wiser and more conservative.

◂ ◂ ◂

In summing up the present situation, it means that an employee will be paid now according to what he delivers, a concern will be judged and supported largely by its seasoned standing, and that book values and normal average income from dividends will again form the basis for stock prices. It means that the former popular idea that a security is worth anywhere from twenty to fifty times present earnings, cannot be capitalized in perpetuity. It is a good lesson for the present generation, but I wonder how successful they will be in teaching it to the next one.

Radio manufacturers, distributors, dealers and others in the trade should not be unduly alarmed, I believe, if they will quickly put their house in order and adjust themselves to the new conditions. "Good Business" is largely a question of psychology. We have had too much of the psychology that the sky was the limit, and now we must be careful not to go to the other extreme in thinking that we have been bumped off into a bottomless pit.

The inevitable elimination of considerable wasteful competition and the type of business or person who can only float with the tide, will quickly pave the way for those who have earned continuing success to carry on. Now is the time for fruitful cooperation between the manufacturer, the distributor, and the dealer. I hope that the various trade associations such as the Radio Manufacturers' Association, the National Federation of Radio Associations, the Radio Wholesalers' Association, and other local trade bodies, will now cooperate to the end that the radio business will carry on with progress and profit creditable to such a young and husky, fast-growing child. I hope the pioneers in the music and radio industry will accept the responsibility of leadership which may now be thrust upon them in direct proportion to their standing in the trade and in keeping with their reputation and experience.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Radio Wholesalers Association, Inc.

Peter Sampson, *Pres.* Chicago
Harry Alter, *Treas.* Chicago
Roy Thomas, *Vice-Pres.* Los Angeles
Michael Ert, *Pres. F.R.T.A.* Milwaukee
J. Newcomb Blackman, *Vice-Pres.* New York
R. J. Mailhouse, *Sec.* New Haven
Chas. Gomprecht, *Vice-Pres.* Philadelphia
F. Connell, *Vice-Pres.* Indianapolis
Harold J. Wrape, *Hon. Chairman of Board, F.R.T.A.* St. Louis
H. G. Erstrom, *Executive Sec.-Treas.* Chicago

The Information on this and the Following Pages has been Prepared by H. G. Erstrom, Executive Secretary-Treasurer, by Authorization of the Board of Directors of the Radio Wholesalers Association On June 5, 1929

What Price Indifference!

A RADIO distributor whom I know very intimately, recently developed a plan which he believed would stimulate business and sell merchandise for his dealers. The plan necessitated the preparation of certain printed matter and other material at an expense of several thousands of dollars—which the distributor paid for.

This material was mailed by the distributor, at his own expense, to people whose names were furnished by various dealers. The only thing that any dealer had to do who wished to take advantage of this cooperation, was to furnish a list of people to whom he had already sold radio receivers.

The plan was then presented to these people as coming from that particular dealer, and the only cost to the dealer himself was the time it took to make up a list or a partial list of his satisfied customers. One would think that an idea that was designed primarily to make money for the dealer and came to him absolutely without cost and was put into execution without causing him any work or trouble, would elicit a unanimous response from any class of dealers to whom it might be presented.

Here are some interesting figures:

The distributor had approximately 1200 dealers selling the radio set he handled.

The plan was presented to each of these 1200 dealers by letter. Within a week after this letter had gone out it was followed by another, because the distributor wanted to make sure that every dealer would know about it.

A sales force of twenty-six men talked about the plan to these dealers as they called on them and offered to sit down themselves and prepare the mailing list for the dealer if he would only bring out his records for them to work from.

All this promotional effort resulted in 200 dealers out of a total of 1200, responding with the necessary information and an expressed desire to accept the proffered help.

Let me tell now what happened.

It is Thursday as I write this. On the preceding Saturday the material as prepared at the expense of the distributor was mailed to the people as shown on the lists furnished by the various dealers.

This morning, the fifth day after the mailing, I am informed by the distributor's sales manager that one of the dealers phoned him of his own volition to tell him he had already actually made and closed 20 sales because of the plan, and also that five prospects had come into his store today, each of whom he expected to close within the next 24 hours.

The moral I draw from this true story does not surprise me. It merely offers another explanation as to why so many dealers spend their time complaining about business being bad and eventually pass out of the picture, laying their failure to bad times, chain store competition, or what have you—never their own indifference.

One would suppose, and with reason, that the man who had invested his capital and time in an enterprise, would have no hesitancy about making a serious effort to utilize that time to maximum advantage.

The fallacy of that theory lies in it being necessary, in order to carry it out, to exercise the brain and therein is the crux to the whole situation. Of all the parts of the human anatomy it is the one least used.

An analysis of a given number of radio dealers will show a certain percentage of successful ones. When you look for the reason for that success you find invariably that dealer is thinking. He thinks first about the connections he wants to make and the merchandise he wants to sell. He aligns himself with distributors and manufacturers who have demonstrated their responsibility and stability and a sincere willingness to give him every aid and assistance possible. He picks honest merchandise, honestly priced.

The President Speaks

PETER SAMPSON, president of the Radio Wholesalers Association presents on this page a message which every salesman should carry to his radio dealers. There are, it is true, too many dealers who attribute their lack of success to everything else under the sun but their own indifference. The story he tells, is proof indeed that the prospects and sales are available if only the dealer will ferret them out.—*The Editor*.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

"Tube Sales Jump"

7-SECOND ACTION
Don't just talk about Arcturus' starting speed . . . let your customer hold the watch.

CLEAR, HUMLESS TONE
Nothing you can say about Arcturus' clear tone is as convincing as a two-minute demonstration.

LONG LIFE
Show your customer, on the meter, that Arcturus Tubes easily withstand 75% more current than they are designed for. Then he will *know* why they hold the world's record for long life.

Say Thousands of ARCTURUS Dealers Who Sell Tubes This New, Convincing Way

HERE'S one A-C tube that is good enough to sell on *proved performance* instead of sales talk.

Its superiority is so evident that you can *show* your customers why it is better.

Just make the three easy tests shown in these photographs. Compare Arcturus performance with other A-C tubes, if you like. No question which tube your customers will buy.

Remember that Arcturus Radio Tubes help your business in many ways. Arcturus quality keeps your customers satisfied... Arcturus dependability holds your service costs down.

There's profit in the proved performance of Arcturus *Long Life* Tubes. *Demonstrate* their quality . . . and put your tube and set business on a better basis than before.

ARCTURUS RADIO TUBE COMPANY
Newark, N. J.

ARCTURUS A-C RADIO TUBES

which he can sell at a profit because of the good will and consumer acceptance that has been created for such a product. That does not necessarily mean he sells the product on which he gets the longest discount or the most free advertising, and so forth. He thinks for himself and finds he cannot make money by splitting his effort over too wide a field, and as a consequence, he limits the number of lines he carries, and thereby reduces his inventory investment and increases his chances for Profit through turnover.

He is so busy devising ways and means to promote sales that he hasn't time to notice that "business is bad." He works hard all the time but he puts on extra steam when sales are harder to make. He can always find business, because if it won't come to him he puts his brain to work and thinks up a method of going out and getting it. He may spend some time in contemplation but he doesn't waste any complaining.

He is honest with himself. He is not indifferent to the help others stand ready to give him. He is big enough to realize that he can help himself to success by accepting the aid of others. He is not indifferent to his own shortcomings and he welcomes constructive criticism offered for his own good. He doesn't stick to antiquated merchandising methods, because they may have been good enough for his father or grandfather. He is not indifferent to change and his mental capacity is such as to enable him to adapt himself to the times.

When the smoke of the readjustment now taking place in the radio industry clears away, he will be right on the job as usual with his place in the sun more secure than ever.

Thank the Lord he has a brain and uses it. He will never pay the price of indifference.

* * *

Board Meetings to be Rotated

At the last meeting of the Board of Directors of the Radio Wholesalers Association it was voted that after the first of the year, the Board of Directors' meetings of the Association would be rotated in different Metropolitan centers throughout the country. This policy will enable the eastern directors as well as the middle western directors to have meetings in nearby cities and will give the Association additional benefits of sectional ideas. The executive offices are now making a survey among their board members as to the cities they most desire for the meetings.

* * *

New Members R.W.A.

The acceptance of the applications of the following companies has been announced by the R. W. A.: Geo. H. Wahn Co., Boston; Electric Equipment Co., Youngstown, O.; J. V. Kane Co., Philadelphia.

* * *

Federated Publishes Booklet

The National Federation of Radio Associations has published a booklet on "How to Conduct a Successful Public Radio Show." This booklet deals with the subject of local show operations very successfully. It was prepared by the show managers committee of the NFRA, H. H. Corey, chairman, and is the result of the experience of several of the most successful shows throughout the country.

The booklet outlines in detail all of the steps necessary to conduct a show and gives to the reader a very complete set of rules to be used covering exhibitors as well as a sample contract and floor diagram. The booklet warns the new promoters of the various elements that might hamper the successful show and tells him how to successfully cope with such difficulties. Members of the show managers committee are: H. H. Cory, chairman; Wm. P. Mackle, St. Louis; L. F. Thomas, Buffalo; A. G. Farquharson, Los Angeles, Calif.; Geo. H. Curtis, San Francisco, Calif., and Michael Ert, Milwaukee.

This is the second of a series of booklets published by the NFRA in the interest of the local radio trade associations. Copies may be secured by writing the executive offices at 32 W. Randolph Street, Chicago, Ill.

* * *

Radio Terms of U. S. Amuse Britisher

The difference in radio terminology between this country and Great Britain varies widely, according to Henry Carter, of Overseas Wireless, Ltd., of Warwickshire, England, who was a recent visitor to the plant of the Perryman Electric Co., Inc., North Bergen, N. J.

"We realize that you regard 'valves' in your country as the means of controlling the flow of beverages, air or liquids. In England they are radio tubes. Your term of 'tubes' as applied to radio, reminds us overseas of a necessary part of an automobile tire, or a pipe to convey some form of liquid. Of course, radio in England is 'wireless,' our trolley cars are still called 'trams,' our buses 'stages,' and our policemen 'bobbies.' The meaning, seemingly, is irrelevant as long as the part or property serves the purpose for which it was intended," concluded Mr. Carter.

This was supposed to be "Right Dress" with Irene Barlow (left end) acting as Corporal. Anyhow we'll call it the "Military Maids" from the Metropolitan Electrical Supply Co., Chicago. After Miss Barlow are: Elsie Paley; Pearl Miller; Selena Frank; Helen Green; Lybbie Katz, and Olive Ford. Squad dismissed!

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

"A Majestic franchise gives the dealer the most generous discount, the fairest kind of a shake on operating territory—AND the receiver that sells and STAYS sold."

Wm. O. Grunow

Vice President and Treasurer

GRIGSBY-GRUNOW COMPANY, CHICAGO, U.S.A.
World's Largest Manufacturers of Complete Radio Receivers

Makers of

Majestic RADIO

Licensed under patents and applications of R. C. A. and R. F. L., also by Lektiphone, Lowell & Dunmore and Hogan License Associates.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Let these Posters work for you . . .

Every customer visiting your store has seen De Forest Audion billboards. There were over 4,200 of them located in every important city and trading center in the United States. Radio owners already know the value of "high vacuum" De Forest Audions, made under the direction of Dr. Lee De Forest, the inventor of the first radio tube.

Let them know that your store is headquarters for these remarkable radio tubes that have set the world's standard for 23 years. Install a set of De Forest Audions in one of your demonstrating sets. Let your customers hear them in action, and the sale is made.

Write to our nearest branch today for full details of our dealer proposition and let your cash register tell you the story of radio tube advertising that is making history.

De Forest
AUDIONS

DE FOREST RADIO COMPANY, JERSEY CITY, N. J.

He sells, it is said, five carloads of radios per month. He is R. F. McKenna, manager of the F. D. Pitts Co., Portland, Me. The Portland branch is just one year old, and the month of September proved to be larger than any previous month in the peak season. This Majestic distributor makes a point of giving twenty-four hour service to any dealer in the State of Maine. Mr. McKenna was formerly city salesman in Boston for the F. D. Pitts Company there.

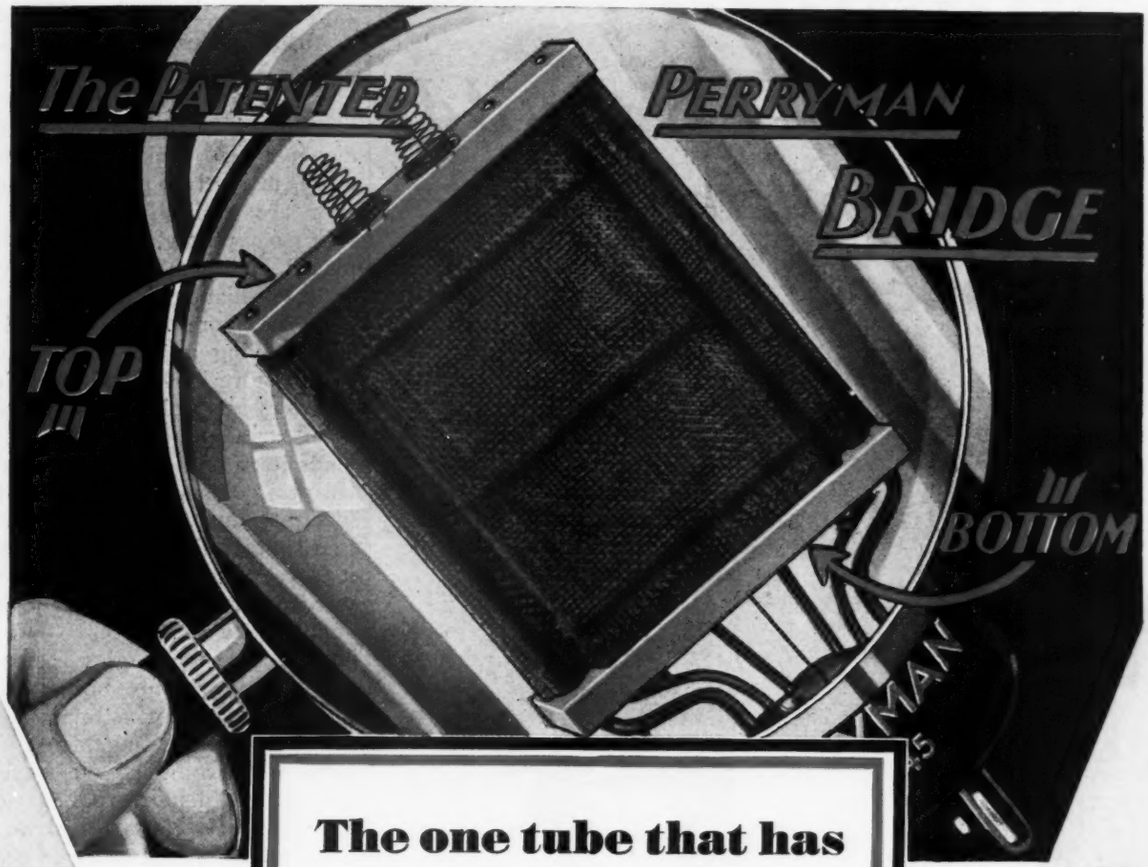
Watch the So-Called Trifles in Your Selling

(Continued from Page 11)

about baseball, football, handball, in fact anything in the world except business. And furthermore, he never has asked me for an order in all his visits." And the queer part of it was that Hiram insisted that the customer knew what he was there for, hence he should not be expected to ask for an order.

All of the foregoing errors are routine matters, and I believe these incidents show the value of paying strict attention to the seemingly unimportant things in selling industrial supplies. No matter how clever the salesman is or how stable his house may be, the prospect does not have to buy, and his decisions are influenced by what we may call trifles. However, they are not trifles to the prospect. He must never be left floundering in the dark. There is no question but what any salesman can cut down his losses by checking up and correcting any small leaks, from which none of us are safe.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.



The one tube that has definite reasons for its superiority

ONLY Perryman can build a sturdy Bridge, both top and bottom—that is, rigid enough to keep the elements always in perfect parallel alignment. ▲ ▲ ▲ Only Perryman can point out a Bridge construction (top and bottom) flexible enough to absorb the jars a tube gets in handling. ▲ ▲ ▲ Only Perryman can build a tube of such constantly uniform operating efficiency.

Because the Perryman Patented Bridge construction *plus* the Filament Tension Spring are exclusive Perryman features. That is why you should point out these exclusive features to your prospects. The results to be expected are overwhelmingly in your favor.

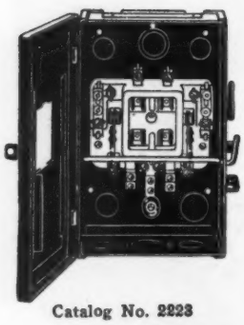
Perryman dealer-helps help you get the business and hold it. To point out the Perryman Bridge and Spring is to point the way to faster turnover and increased net profits.

THE PERRYMAN ELECTRIC CO., INC., 4901 Hudson Boulevard, North Bergen, N. J.

PERRYMAN
RADIO P TUBES

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY

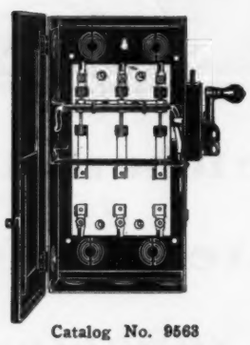
WADSWORTH *Builds good will for you Jobber Salesmen*



Catalog No. 2223

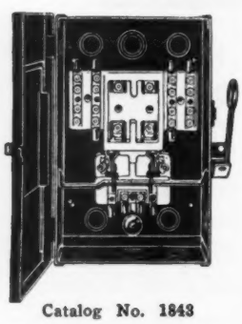
Switch cabinet open, switch closed, switch blades are in clear sight.

Built to a QUALITY standard and selling at a reasonable price, WADSWORTH Electrical Safety Switches are recognized by contractors everywhere as the real buy on the market. No sales resistance for jobber salesmen. It is clear sailing for you with the complete WADSWORTH line.



Catalog No. 9563

Safety Industrial Switch
Accessible Fuse
Quick Make and Quick Break



Catalog No. 1843

Switch cabinet open, switch closed. Note that switch blades are in clear sight at all times, making inspection very simple. Ample wiring space is provided.

There is a WADSWORTH Switch for every installation . . . Bulletin No. 21 fully describes Accessible Safety Fuse Switches. Write for this, also other sales helps.

The WADSWORTH ELECTRIC MFG CO. INC.
Covington, Kentucky.

WADSWORTH

METER SERVICE & INDUSTRIAL TYPE SWITCHES

Apply Retail Selling Methods to Wholesale Merchandising

(Continued from Page 9)

continual bit of life to the window display. To make these rooms more attractive pieces of furniture are skillfully arranged and wherever possible appliances are placed on them. The display of these appliances is duplicated inside the store on tables and on the shelving at the rear.

The store in general is made to look as appealing as possible. This arrangement of the store lends itself to neatness and attractiveness. Because of the fact that unsightly material is stored in the rear, out of sight of the customer, it is easy to avoid the usual cluttered appearance found in jobbing supply houses.

The cost of arranging a store in this manner is no more, and in fact, probably not as much as the usual counter arrangement. The forty steel counters we have in use in this display room cost us approximately $500.00, and we figure that a like quantity of shelving would have cost us close to $1,000.00. Our fixture display rooms are window displays, thus saving a considerable expense.

As to actual results of this method of merchandising, we have of course no real comparative statistics on this particular store because it was opened with this type of display. We know, however, that our sales since opening have been fifty per cent greater than those of another branch in a similar territory conducted under the regular method of selling. It has been so successful that we have already added nine new counters since we opened this store, thus giving us a complete equipment for permanent operation of this type in this store.

By displaying merchandise in this manner we have materially increased our turnover. We have received favorable comment on every hand and feel assured of its future success. The wholesale buying public is each year buying more of its equipment locally, and the jobber who will come into these local territories with a complete line of equipment and good service will get the business.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

A Radiotron for every purpose

RADIOTRON UX-201-A
Detector Amplifier
RADIOTRON UV-199
Detector Amplifier
RADIOTRON UX-199
Detector Amplifier
RADIOTRON WD-11
Detector Amplifier
RADIOTRON WX-12
Detector Amplifier
RADIOTRON UX-200-A
Detector Only
RADIOTRON UX-120
Power Amplifier
RADIOTRON UX-222
Screen Grid Radio Frequency Amplifier
RADIOTRON UX-112-A
Power Amplifier
RADIOTRON UX-171-A
Power Amplifier
RADIOTRON UX-210
Power Amplifier Oscillator
RADIOTRON UY-224
Screen Grid Radio Frequency Amplifier (A. C. Heater)
RADIOTRON UX-240
Detector Amplifier for Resistance-coupled Amplification
RADIOTRON UX-245
Power Amplifier
RADIOTRON UX-250
Power Amplifier
RADIOTRON UX-226
Amplifier (A. C. Filament)
RADIOTRON UY-227
Detector Amplifier (A. C. Heater)
RADIOTRON UX-280
Full-Wave Rectifier
RADIOTRON UX-281
Half-Wave Rectifier
RADIOTRON UX-874
Voltage Regulator Tube
RADIOTRON UV-876
Ballast Tube
RADIOTRON UV-886
Ballast Tube

The standard by which other vacuum tubes are rated

RCA

S. W. GILFILLAN
"Our advice to all our dealers is to recommend RCA Radiotrons for initial equipment and for replacement in all of our radio instruments. We do this because we use them for experiments and tests in the Gilfillan Bros., Inc. laboratories and find that they have no superior."
RCA RADIOTRON

The national magazine advertisement reproduced at the left is one of the 1929 Radiotron series, each of which carries the signature of a leading radio manufacturer.

Don't sacrifice your customers' good-will for a few pennies extra profit . . . don't make their radio sets experimental stations for temperamental vacuum tubes—tubes that hum, howl, squeal and burn out power units. Guard your reputation for dependable radio merchandise by making your store the headquarters for RCA Radiotrons—the highest quality and most uniform vacuum tubes known in the radio art—the only vacuum tubes endorsed by every manufacturer of fine radio instruments . . . the only vacuum tubes whose unfailing day-in-and-day-out performance has been demonstrated millions of times.

Years of continuous advertising have made RCA Radiotrons the preferred choice of millions . . . hence, the easiest to sell. Always carry a full line . . . customers hate to hear "out of stock"!

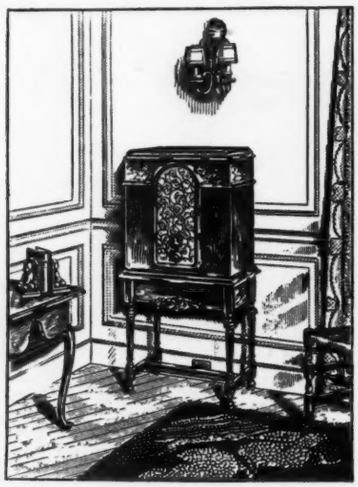
RADIOTRON DIVISION
RADIO-VICTOR CORPORATION OF AMERICA

RCA RADIOTRON

RADIOTRONS ARE THE HEART OF YOUR RADIO SET

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY

New Radio Products, Illustrated



Two new "Radiolas" employing the new A. C. screen grid tubes and power amplifier in a specially designed circuit have been announced by the Radio-Victor Corp. of America, 233 Broadway, New York City. No. 44 is a table model, and No. 46 is a console with a built-in electrodynamic loudspeaker. Both receivers are encased in cabinets of two-toned walnut veneer, the latter having burled maple overlays. These models utilize three UY-224 screen grid tubes, two of which serve as radio frequency amplifiers, and the third as a power detector. The new UX-245 power amplifier tube is used in the single stage of audio amplification. The sets also have three tuned radio frequency circuits. The model 106 speaker used in the set shown is concealed by an embroidered silk panel instead of the conventional loudspeaker grille. This is designed so that the single tuning volume control and escutcheon plate appear to form a part of the pattern of the cloth.

The Utah Radio Products Co., Michigan Ave. at 18th St., Chicago, is offering the X15 speaker equipped with a balanced power inductor unit. It is of cast aluminum with russet gold damascene finish and stands 11 inches high.

The DeForest Radio Co., Jersey City, N. J., announces a new DeForest 410 Audion especially designed for use as an oscillator or as a radio-frequency power amplifier in transmitting practice. It is also available as a power amplifier in audio systems.

A new combination of radio receiver and electric pick-up phonograph, known as model 101, has lately been developed by the Grigsby-Grunow Co., Chicago. The radio receiver is essentially that included in "Majestic's" current models 91 and 92 with the addition of an input transformer for the phonograph pick-up and a switch that is said to enable one to instantly go from phonograph to radio and vice versa. The cabinet is a matched butt burl walnut design.

The Gulbransen screen-grid model 292, equipped with a ten-inch dynamic speaker, is built of fine walnut and beautiful veneers, and is a product of true guild craftsmanship. Condensers and filters synchronized to within four millionths of a volt give it extreme sensitivity. Double primary circuit produces the same results on high waves as on low. No antenna or ground connection is normally needed. Other distinctive features are a local and long distance switch, a true single illuminated dial, and a phonograph-radio switch operated by knob that controls the A.C. switch. A model 291 is also on the market. It is of similar characteristics, but of a different cabinet design. They are made by the Gulbransen Co., 3232 W. Chicago Ave., Chicago.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

new apparatus insulators

HERE is one of the new Westinghouse apparatus insulators. . . . An insulator produced by the originator of the Faradoid—the accepted standard in pin-type insulators. . . . . A type of insulator never before offered in such a complete selection. . . . . Sufficient styles without duplicating, from which to pick the insulator that most economically fits the application. . . . . They are apparatus insulators you can install and forget, because science—not tradition—governs the making of all Westinghouse porcelain. :: Precision processes, at every stage, are the rule—never is anything taken for granted. :: Even slight variations in raw materials are compensated. :: First the design—then the materials—then the method—and then, a vigilance that permits no compromise. . . . . Our nearest district will furnish test data and complete information. :: Numerous efficiently manned and well-equipped Service Shops throughout the country insure prompt *Service* to the purchaser of Westinghouse products.

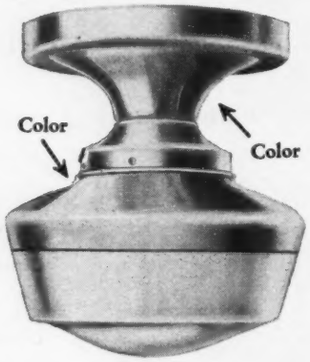
WESTINGHOUSE ELECTRIC & MFG. COMPANY
DERRY, PENNA. WORKS EMERYVILLE, CALIF. WORKS
SALES OFFICES AND SERVICE SHOPS IN ALL PRINCIPAL CITIES

Westinghouse

T 30673

Quick Sales with the New
"300 LINE"

5 Colors
in Vitreous enamel—
Pastel Shades
Nile Green
Orchid
Ivory
Turquoise Blue
White

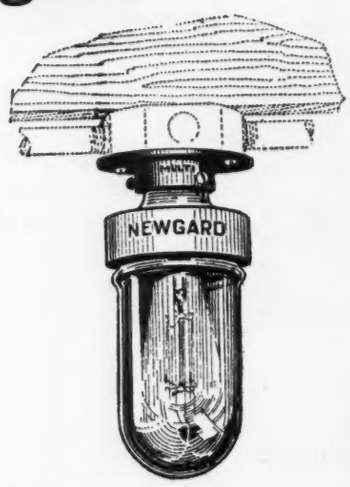


3 Styles
Keyless
Pull Socket
Plug-in-Switch
A quality line of beauty and adaptability.

QUAD
LIGHTING UNITS
Write Today for FREE Folder
QUADRANGLE MANUFACTURING CO.,
Incorporated
26 S. Peoria St. Chicago, Ill.

The Newgard

A Practical
Weatherproof
Receptacle



Approved—
Low Priced—
Profitable

Always glad to send literature
MULTI ELEC'L. MFG. CO.
1840 W. Fourteenth St. **Chicago**

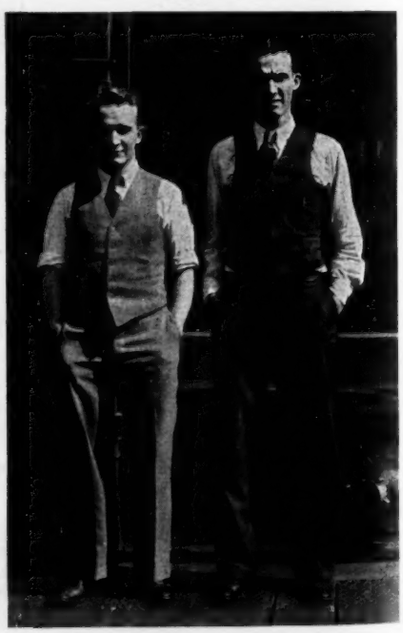
W. M. Hogan

(Continued from Page 16)

of Duluth. Two years later this name was changed to the Duluth Electric Supplies Co. Shortly thereafter Mr. Hogan succeeded A. W. Lindgren as general manager. The nature of the business was unchanged except for the natural growth of a successful jobbing house.

In 1925, this house was bought by the Westinghouse Commercial Investment Co., which has since become the Westinghouse Electric Supply Co. They had already acquired the St. Paul and Minneapolis houses, known as St. Paul Electric Co. and the R. M. Laird Co. Now, in 1925 the Westinghouse group consisted of four houses, the last branch being located in Fargo, N. D., an offshoot of the St. Paul Electric Co.

For obvious reasons it was deemed advisable to consolidate the four houses. This was done, the new firm being known as the Great Northern Electric Appliance Co. In September, 1927, Mr. Hogan had been moved to St. Paul



Brains and brawn of the inside selling staff of the Rochester Electrical Supply Co., 240 St. Paul St., Rochester, N. Y. They are Bill Warner, sales desk and Al. Lamphier, wholesale counter. When this picture was taken they were both very busy dispensing free tickets to the Rochester Radio Show, at which their company had a most attractive exhibit.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

FIRST AID

in Keeping Down the Dealer's Service Overhead

After he's heard all the selling talk, there's only one thing that matters to your dealer—the way tubes perform on the job, *after they leave his place.*

The set he sells with Sylvania Tubes in its sockets, gives little trouble because of tube failure. There are fewer calls for his service men. And his servicing costs come down.

This year, if never before, see that your dealers prove Sylvania Tubes to themselves. Sylvania Tubes help keep radio profits in the bank.

SYLVANIA PRODUCTS COMPANY
Emporium Pennsylvania

The home of the Sylvania Foresters who are heard each week over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WBT, WHAM, WJR, WLW, WREN, WRVA, KGRC, KPRC, WFAA, KFYR, WCCO, WHK.

Sylvania

RADIO TUBES

Licensed Under RCA Patents

MEMBER R.M.A.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Carton of four Eveready Raytheon B-H Tubes

WHEN TUBE REPLACEMENTS ARE NECESSARY IN "B" ELIMINATORS

• •

EVEREADY RAYTHEON B-H

MOST "B" power units are designed for the B-H tube . . . the original gaseous rectifying tube. Millions of such units have been sold in the past few years. When tube replacements are necessary, a new Eveready Raytheon B-H Tube will give the greatest satisfaction. Tell your customers what a tremendous improvement in reception a new rectifying tube will make.

Eveready Raytheon B-H Tubes come in handy packages of four tubes each. Always keep at least one full carton on display. The market for these tubes is enormous!

NATIONAL CARBON CO., Inc.
General Offices: New York, N. Y.
Branches: Chicago Kansas City
New York San Francisco
Unit of Union Carbide UCC *and Carbon Corporation*

EVEREADY RAYTHEON

Trade-marks

as general sales manager for the four houses of this Northwest group.

In February, 1928, W. J. Jockers, who had headed the group as general manager, went to Detroit to accept the position of vice-president and general manager of the Commercial Electric Supply Co. Mr. Hogan succeeded him as general manager of the Northwest group, with headquarters in St. Paul.

Thus, in the more than 20 years he has spent in the industry, Mr. Hogan has not only watched it grow from small to large proportions, but has contributed substantially towards the furtherance of the electrical idea in his territory.

In 1916, he married Miss Helen Mary Putman, of Duluth, and has three children, a girl of twelve and two boys eight and nine years old.

During his younger days Mr. Hogan played professional baseball, football and hockey. This means of course that he is an ardent devotee of all sports, with attending football matches listed as his greatest thrill. Living, as he does, in "the world's largest playground" he has no trouble finding means of recreation. As to golf, he admits he enjoys it immensely, but insists on being quoted accurately as to his normal score. "Just say it's in three figures" he says, "and that doesn't mean 101."

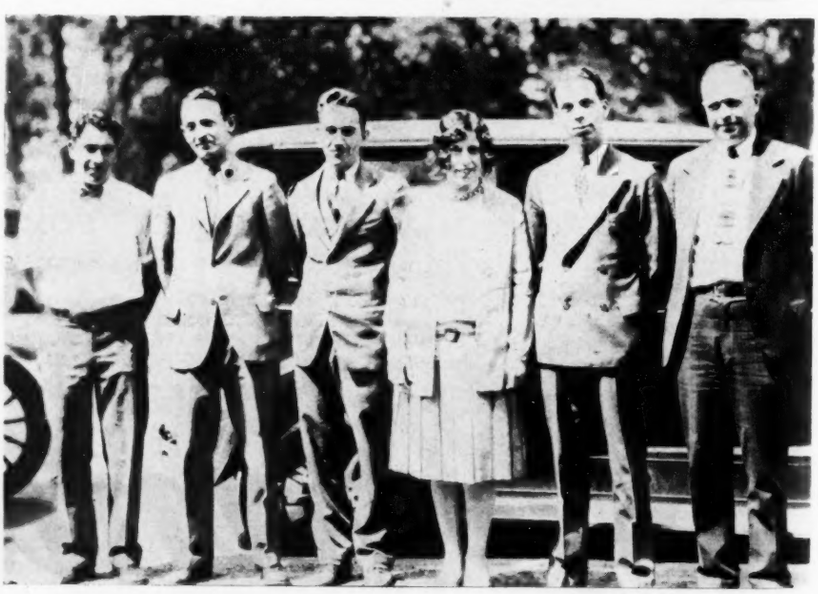
Mr. Hogan is a member of the Midland Hills Golf Club and the St. Paul Athletic Club. He is also a past president of the Duluth Lions Club.

Although young, Mr. Hogan, having been purely electrical all through his business career, has had as much experience as many older jobber executives. He is thoroughly devoted to his industry and has made the most of his opportunities, both for his own sake and that of the houses he has served.

* * *

Real Farm Radios Promised This Winter

That very much neglected market—the farm and rural home—will be taken care of this winter, states J. E. Smith, president of the National Radio Institute of Washington, D. C. "Several radio set manufacturers are now putting the final touches on battery-operated radio sets which will set new standards in rural and farm radio. A vast market is going to open up for the small-town radio man who, with recent offerings, has been limited to the town and suburbs, but who will soon have something to sell the farmers and rural homes beyond the electric power lines. The radio prospects, indeed, are more promising than ever before."



This is the largest group we have ever been able to assemble at the General Electric Supply Corp., Akron, O., and there may be one or two missing at that. They are, from left to right: John Campbell; D. M. Hartenstein; Marshall Snyder; Lillian Folb; Harold Schoenduve, and Neill M. Overall, manager.

EVEREADY RAYTHEON TUBES

4-PILLAR TUBES

BRING GREATLY IMPROVED RECEPTION

MAKE SURE your customers enjoy the best possible results from their present receivers—tell them what an amazing improvement new Eveready Raytheon Tubes will make. People everywhere, using these fine tubes in their receivers, report increased distance, more power, improved tone and quicker action.

The reason for Eveready Raytheon superiority is clear if you examine one of these tubes. They are so strongly built that none of the jolts and jars of shipment and handling can impair their rigidly tested performance. Look at the sturdy, four-cornered glass stem at the base of the elements. See how rigidly it holds the four strong pillars supporting the elements. Notice how the elements are fastened at each side as well as at the ends. See how the entire construction is further braced at the top by a stiff mica plate. This is the exclusive, patented Eveready Raytheon 4-*Pillar construction* which makes these tubes stronger than any others.

When Eveready Raytheon Tubes are built, their elements are spaced with greatest accuracy to assure the finest reception. Their unique 4-*Pillar construction* preserves this accuracy. Eveready Raytheons come to you and go to the receivers of your customers in the same perfect condition as when they leave our laboratory test-room . . . ready to deliver all their superb performance. That is why you can get the most from any receiver by putting a new Eveready Raytheon in each socket.

4-PILLAR SCREEN GRID

EVEREADY RAYTHEON SCREEN GRID TUBE ER 224. *The weight of the four large elements in this type of tube makes the exclusive Eveready Raytheon* 4-Pillar construction *vitally important.*

4-PILLAR TUBES

EVEREADY RAYTHEON

Trade-marks

MARVELOUS RECEPTION WITH EVEREADY RAYTHEON TUBES OF ALL TYPES

THE EVEREADY RAYTHEON line is complete, with tubes for A. C. and battery-operated receivers, and tubes for television and talking movies. In Eveready Raytheon Screen Grid Tubes, the *4-Pillar construction* assures unusual and startling performance. We also make the famous B-H rectifying tube for "B" eliminator units, for which there is a big market.

THE EVEREADY RAYTHEON **Foto-Cell** *is a long-life transmitting tube for talking pictures and television.*

THE EVEREADY RAYTHEON **Kino-Lamp** *for television reception is the first tube developed commercially which will work with all systems.*

NATIONAL CARBON CO., INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City
New York San Francisco

UCC

Unit of Union Carbide and Carbon Corporation

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

New Members N.F.R.A.

The executive offices of the N.F.R.A. announces the acceptance of applications of the Radio and Music Trades Association of Seattle, Wash.; Radio Distributors Association of Harrisburg, Pa., and the Radio Retail Merchants Association of Philadelphia, Pa. This brings the total membershp of the National Federation of Radio Associations to 35 local associations having a voice in the national affairs.

* * *

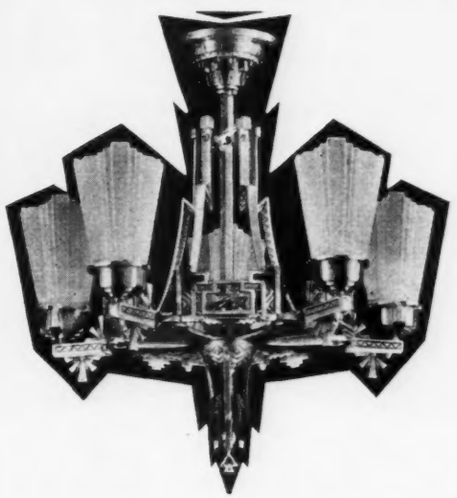
The Electrical Wholesaler in London

(Continued from Page 14)

they sell to anybody—in some cases jobbers are protected by a margin of 2 or 3%, but in cases of severe competition, particularly where the competition is German, this protection is withdrawn. It should be remembered that deliveries from Germany can be made in a very few days and that many German stocks are maintained in London. Only on lamps does there seem to be anything approaching rigid adherence to resale prices, and this does not help the jobber much because there are so many "preferred buyers," whose costs are as low as, or lower than, his own. Lamps are not sold on annual contract, nor is the customer's discount regulated by his requirements. It seems to be a case of jockeying for price; and the good old practice of billing lamps at the regular price and giving an extra discount of other materials is apparently not unknown.

The electrical jobber, as we know him, with twenty, fifty or a hundred thousand feet of warehouse space, does not exist in London. Owing to the immediate accessibility of manufacturers' stocks, he carries little or none. In fact, one member of the Federation frankly terms himself on his window sign, "Electrical Factor." Another member handles only lamps, having given up wiring materials on account of the keen competition. This jobber carries in stock only broken packages, depending on manufacturers' stocks for his larger requirements, his difficulties being augmented by the fact that the numerous in-

KAYLINE



WHATEVER YOUR NEEDS MAY BE--

LIGHTING fixtures—an integral part of interior decoration—can harken back to the period designs of generations ago or comply with the characteristic art-moderne designs of the present day.

No matter what the demand may be, Kayline keeps pace with the ever changing vogue. Whether it be a standard fixture from our regular line or a special creation for an unusual installation, the most exacting requirements of the buyer can always be satisfied.

In featuring Kayline creations you have the assurance of keeping faith with your trade in presenting distinctive, quality merchandise that reflects mastery of craftsmanship and represents a high standard of value.

The source from which such satisfaction may be derived is the pleasure enjoyed by those who feature the Kayline line.

Write for our complete catalog.

Sold Through the Jobber

THE KAYLINE CO.
602 Huron Road
CLEVELAND, OHIO
Manufacturers of Lighting Equipment
SINCE 1895

The DELUXE ELECTRIC TEA KETTLE
For 1930 Trade
New!
$6.50 list with cord and base
$7.50 West Coast
Jobber's Salesman, what do you think of this appliance? No fancy frills, but it has a 1000-watt heating element! Heats two pints of water in 6 minutes, two quarts and a half in 13 minutes. Built for speed and economical work. Write today for full details of our jobber plan.
West Bend Aluminum Co.
West Bend, Wis. U.S.A.
"If It's Electric - It's Modern"

MOHAWK
You Will Find Quality Installations In Good Buildings
There's beauty within a building, too, when the best rigid conduit is installed; quality does not stop with appearances.
Mohawk Rigid Conduit has the approval of contractors; it is made heavy; impervious to acids; durable as the building. — Tough enamel; smooth, glossy finish. Pipe bends so easily, you hardly realize it is steel. — And, clean even threads that make work a joy.
Mohawk Conduit may be had in either Indian Black (enamel) or Indian White (galvanized).
MOHAWK CONDUIT CO., INC.
COHOES, NEW YORK
BRANCH OFFICES: NEW YORK — CHICAGO — PHILADELPHIA — BOSTON
INDIANAPOLIS — NORFOLK — MINNEAPOLIS — DENVER — SEATTLE
LOS ANGELES — SALT LAKE CITY — SAN FRANCISCO — PORTLAND, ORE.

dependent generating companies in London operate on voltages ranging from 100 to 260. Fortunately, he is required to carry only one lamp base, the bayonet joint socket being universally used, except in cases of 200 watt and over where the Edison screw base seems to be coming into favor.

This jobber is also endeavoring to get into the radio business, but I am informed that radio is almost entirely in the hands of the automotive supply dealer, for the reason that he was the only distributor whose nerve was sufficiently strong when this new business made its appearance in England. Incidentally, I would say that the sets exhibited for sale in shop windows appear all to be of our 1925 vintage or thereabout. Thus far, I have not seen a single one-dial set for sale. If any American built sets are for sale in Scotland or England I did not see them and, in fact, I believe they are not imported in commercial quantities.

Summing up, I have received the following impressions:

A keener appreciation of the boundless field offered in America as contrasted with England's limited possibilities, due to the lack of new buildings and the permanent character of the old buildings in the latter country.

A new respect (being a Democrat by birth) for protective tariff rates, having seen some of the effects of German competition in free-trade England.

A feeling that American jobbers have attributed an undue importance to the supposed influence of our anti-trust laws on their trade practices.

And lastly, the confirmation of an old suspicion that, in competitive business human nature is pretty much the same the world over.

It should not be gathered from what I have said, however, that the English jobbers are hopelessly handicapped, while it is my opinion that the majority of them are making only a fairly comfortable living, they are at least doing that, and, like the Americans, are making an intelligent effort to solve their present problems.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

YOU ARE WANTED

at the

Fourth Annual Convention

of the

National Federation of Radio Associations

and the

Radio Wholesalers Association

at the

HOTEL STATLER, CLEVELAND, OHIO

February 10 and 11, 1930

THIS INVITATION

is extended to all Individual Radio Dealers, Wholesalers, Manufacturers, Broadcasters and the Press, as well as to all State and Territorial Radio Trade Associations.

THIS WILL BE

a "down-to-facts" convention that will get at the vital problems of our industry. Retailers and Wholesalers will all have their round-table sessions at which problems pertinent to the group concerned will be discussed.

THE MEN WHO SET THE PACE

the very leaders of our industry will all be there. Do not miss this opportunity to meet them "man-to-man" and talk it over.

This space donated through the courtesy of THE JOBBER'S SALESMAN

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

MANUFACTURERS NEWS

New Products, Literature, etc.

Changes in Personnel at Robbins and Myers

Robbins and Myers, Inc., Springfield, O., announces the appointment of C. H. Clark, former merchandising manager, as general sales manager of the company. F. W. Smith became manager of the motor sales department and F. W. Burmeister was given charge of the fan sales department.

The following changes were also made in the district sales offices: C. A. Stirling was made manager of the New York territory; J. P. Lafferty of New York will become manager of the St. Louis territory, and R. C. Decker of St. Louis will cover a section of the New York territory under Mr. Stirling.

* * *

Trumbull Electric Announces New Company

An announcement has been made by the Trumbull Electric Mfg. Co., Plainville, Conn. of the formation of a new company, the A. G. Electric Mfg. Co., Seattle, Wash., successor to the A. C. Mfg. Co. in which organization the Trumbull Co. has obtained a controlling financial interest. For the present there will be no change in the personnel of either the Trumbull Electric Mfg. Co. in its Pacific coast representation or in the A. G. Electric Mfg. Co.

* * *

F. J. Bullivant Heads Trav-Ler Radio Sales

Harold J. Wrape, president, Trav-Ler Mfg. Corp., St. Louis, has announced the appointment of F. J. Bullivant as sales manager of the company. Mr. Bullivant in assuming his new duties will retain active charge of the sales department of the B-L Electric Mfg. Co., builders of rectifying devices. The majority interest in this latter company is also held by Mr. Wrape.

The new sales head of the Trav-Ler organization has been actively identified with the radio industry for the past eight years, joining the B-L and Trav-Ler organizations after being for eight years with the Valley Electric Co., St. Louis. Mr. Bullivant was chief engineer for the Valley company.

* * *

Wallace S. Clark Dies

Wallace S. Clark, for many years head of the wire and cable division of the General Electric Co., died suddenly at his home in Schenectady, on October 11. Mr. Clark was one of the pioneers of the electrical industry, as his service in it began in September, 1885.

Frost Heads Utah

Maj. Herbert H. Frost of New York, a pioneer and one of the best known leaders in the radio industry, has been elected president of the Utah Radio Products Co., succeeding David Neff, who resigned. His election followed the announcement that the Utah Radio Products Co. had arranged to acquire control, by an exchange of stock, of several well-known radio parts manufacturers, including the Carter Radio Co., Chicago, and the H. H. Eby Mfg. Co., Philadelphia.

Recently Maj. Frost resigned as vice-president and general manager of Kolster. He served three times as president of the R.M.A.

"—and two putts is seven, Norman," says Rademacher of the Edison Lamp Works to Norman Hickox of Curtis Lighting. Henry Young of THE JOBBER'S SALESMAN and Mr. Hutchinson (cap in hand) of Robbins & Myers complete this argumentative foursome.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Better Wiring Materials

"Red Seal" ABC
and
No. 2163 ABC Connector

"Red Seal" Armored Bushed Cable used with our ABC connector, insures a trouble-free and economic installation—the main reason for the popularity of this combination. Contractors everywhere are insisting upon "Red Seal" ABC and the No. 2163 ABC connector. Why not carry these items which are so much in demand?

And do not overlook such products as "Xduct" and "Electroduct" Rigid Conduit, "Red Seal" Metallic Flexible Conduit, "Loomflex" and "Loomflex Cable," a complete line of Outlet, Switch and Kompact Boxes, and Fittings, Locknuts and Bushings.

Concentrate your efforts on quality products and build volume sales with handsome profits.

"RED SEAL"
FLEXIBLE METALLIC CONDUIT

"ELECTRODUCT"
RIGID CONDUIT—ENAMELED

"XDUCT"
RIGID CONDUIT—GALVANIZED

NON-METALLIC SHEATHED CABLE

We also manufacture Loom Boxes, Switch Boxes, Fittings, Locknuts and Bushings.

Licensee
Pat. 1687013
Other Pats. Pend.

No. 2163 ABC Connector

No. 2163 ABC connector shows the "anti-short" bushing when in place.

AMERICAN CIRCULAR LOOM COMPANY
90 WEST STREET, NEW YORK

OFFICES *in* PRINCIPAL CITIES

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

NEW!

and Profitable Business for Jobber Salesmen

STERLING SIREN (*Type F*)

STERLING SIRENS

Bring "HEADS UP!"

serving as warning signals which protect and safeguard the lives of men in mills, mines and factories. Here is a signal that rises above all other sounds, piercing all existing noises—has more than 101 uses and we help you sell . . . rapid turnover . . quick profits for you and your house.

Mail Coupon Today

Sterling Fire Alarm Co.,
59 Allen St., Rochester N. Y.

Gentlemen: Please send me at once Sterling Catalog, prices and sales helps for the 101 uses in industrial and municipal fields.

Name.....

Address.....

City.....State.....

STERLING SIRENS

Pomeroy Opens New San Francisco Office

J. G. Pomeroy Company has opened a new office and warehouse at 355 Ninth St., San Francisco, Calif. This company represents Erie Malleable Iron Company, M. B. Austin Company, Edwards & Company, Garland Manufacturing Company, and McGill Manufacturing Company.

Harold Pomeroy has resigned as senior representative of the General Cable Corporation in the Los Angeles territory and will devote all of his time to the J. G. Pomeroy Company.

* * *

Stanley Electric Acquires Ajax Hammer

The Stanley Electric Tool Co., subsidiary of the Stanley Works, New Britain, Conn., has purchased the Ajax Hammer Corp., 117 West 63rd St., New York, and will continue manufacture and development at its main plant in New Britain.

* * *

New Promotions and Addition at Square D

According to a recent report from the Square D Co., Detroit, J. J. Mitchell, previously branch sales manager in Cleveland, has been transferred to the general offices in Detroit and placed in charge of all of the company's panelboard sales.

Stepping into Mr. Mitchell's shoes and assuming the position of Cleveland branch sales manager is M. W. Parmalee, previously Square D sales representative in Cleveland. Succeeding Mr. Parmalee as sales representative, R. C. Thompson, formerly of the Moock Electric Supply Co., Canton, O., has been added to the Square D sales organization.

* * *

Cutler-Hammer Moves St. Louis Office

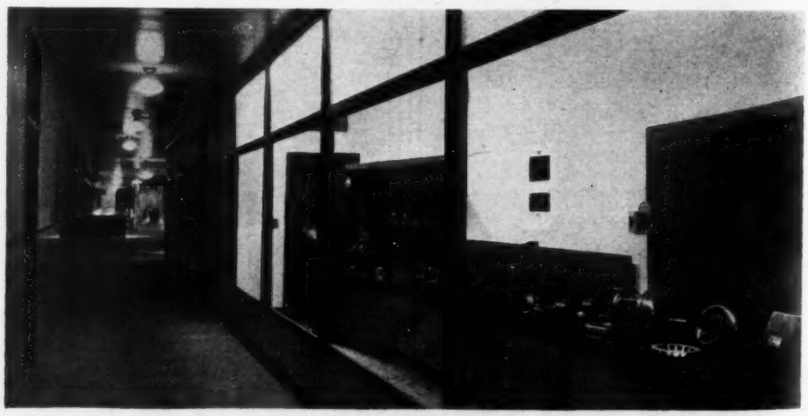
The St. Louis district sales office of Cutler-Hammer, Inc., Milwaukee, has been moved from 611 Olive St. to 1914 Washington Ave. A new warehouse adjacent to the sales office and covering almost 4000 square feet of floor space has been established. The territory served by the St. Louis office includes the states of Kansas, Missouri, Oklahoma, Arkansas, Louisiana, Texas, southern Illinois, southern New Mexico and parts of Tennessee, Kentucky and Indiana.

* * *

Hart Manufacturing Opens Chicago Office

The Hart Manufacturing Co., Hartford, Conn., has opened an office and warehouse in the Williamson Building, 605 West Washington Blvd., Chicago, Ill.

J. U. Willman, formerly with the William P. Crockett Co., and for many years district representative of the Hart Manufacturing Co., is manager of the new sales office.



Three lobby displays within glass enclosures is an interesting innovation of the General Electric Company's offices occupying the entire eighth floor of the Russ Bldg. in San Francisco. The display containing the central station exhibit, shows an actual three-panel switchboard installation with the various instruments and switches, as manufactured by the company for central station requirements. This exhibit also includes a display of the latest types of ornamental street lighting units, street lighting transformers, and control devices as well as transformer products, and meter instruments.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Door Openers *to New* Customers

YOUR time is too valuable to waste it in attempting to sell "unknown" merchandise. Save time, get more orders and more new dealers by concentrating on Burgess Flashlight, Radio and Ignition Batteries.

These products are nationally advertised. They are world-famous . . . for their outstanding capacity, power, length of service and dependability.

They have proved their superiority under all conditions in every part of the world.

They are the exclusive choice of scientists, explorers and adventurers . . . and the preference of all people who demand the utmost value for their money.

1930 plans . . . sales, merchandising and advertising . . . guarantee continued leadership for Burgess Radio, Ignition and Flashlight Batteries. Let these plans help you. Use them to further your own success. They will help you to get more orders and more new customers.

BURGESS BATTERY COMPANY
Chicago, Illinois
In Canada: Niagara Falls and Winnipeg

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY

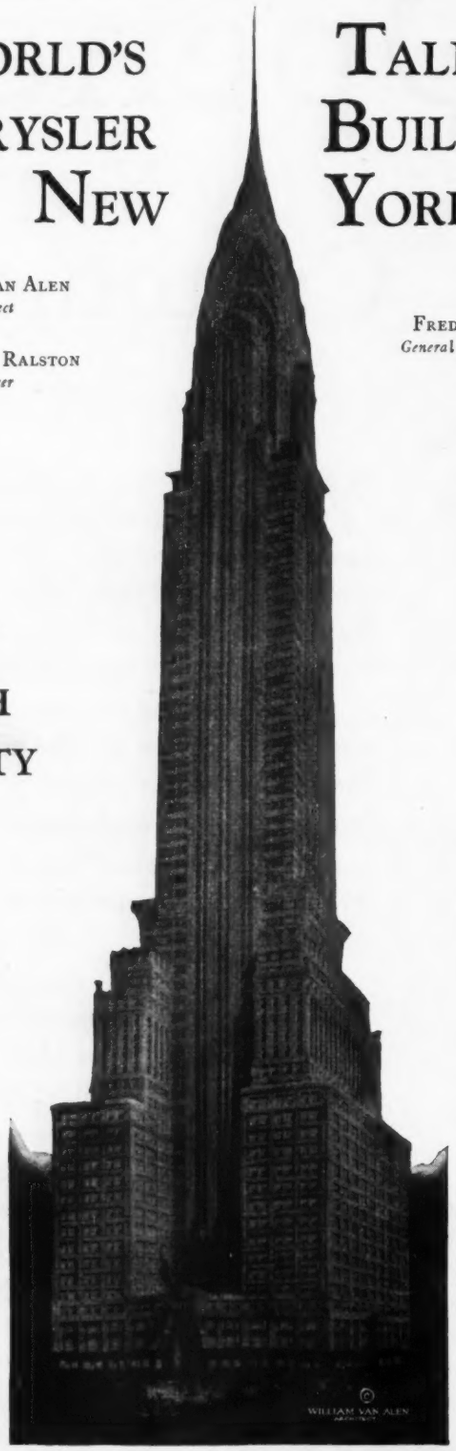
WORLD'S TALLEST
CHRYSLER BUILDING
NEW YORK

WILLIAM VAN ALEN
Architect

LOUIS T. M. RALSTON
Engineer

FRED T. LEY
General Contractors

SKY
HIGH
QUALITY



MURRAY
SAFETY SWITCHES
METROPOLITAN DEVICE CORPORATION
1250 Atlantic Avenue
BROOKLYN, NEW YORK

Rick and Selleg at New Location

Rick and Selleg Electrical Specialties, Chicago, opened for business at their new quarters at 549 W. Washington Blvd., on October 1. They are representing the following companies: HyKon; Ideal Commutator; North American Electric Lamp; Reliance Automatic Lighting, and Trico Fuse.

* * *

General Electric Mazda Lamps is New Name for National Lamp Works' Product

National Mazda lamps—long a General Electric product—now take the name of General Electric Mazda lamps. This change just announced by the National Lamp Works of General Electric Co., Cleveland, is believed by them to be a distinct asset to the lamp distributor.

"The new name, which is more fully descriptive of our product will appear on the familiar blue carton of the National Lamp Works during the coming year," said Mr. J. E. Kewley, general sales manager of the National Lamp Works. It will be featured in all National Lamp Works advertising beginning with January 1930.

General Electric Mazda lamps will be sold by the National Lamp Works with the same selling organization and through the same channels that distributed National Mazda lamps. The blue carton will be retained with the new name.

* * *

Tom Grier in West

Tom Grier, formerly of Harvey Hubbell, but now retired, left Chicago on November 3 for Ingleside Inn, Phoenix, Ariz., where he will remain until January 1.

In the spring he will tour Arizona, New Mexico and the Navajo reservation. For the information of Mr. Grier's friends, he may be reached during the winter at 203 N. Fairmount Blvd., Riverside, Calif.

* * *

Trico Moves Chicago Office

The Trico Fuse Mfg. Co., Milwaukee, has moved its Chicago office to 549 W. Washington St.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

A Prize Winning Specialty—

Overload Protection For Fractional H. P. Single Phase Motors

Up to ½ H. P. 230 V. A. C. and ¼ H. P. 115 V. A. C.

1.—Protection is secured through Thermal Overload relays—a mechanism simple and practically indestructible.
2.—After Overload wait two minutes for Thermal Element to cool then throw into "on" position.
3.—No fusible element to replace.
4.—Furnished also for flush mounting.
5.—Just the Switch for use with Fractional H.P. Motors everywhere.

Machines which can profitably use "Thermostatic Tumbler" protection

INDUSTRIAL	DOMESTIC
Small Lathes	Washing Machines
Small Grinders	Floor Polishers
Blowers	Oil Burners
Circular Saws	Refrigerators
Drill Presses	Ironing Machines
Filing Machines	Sewing Machines
Addressing Machines	Pumps
Small Printing Presses	Stationary Vacuum Cleaners

Circular No. 77 describing this line in detail available to every jobber for sending to entire mailing list.

Cat. No. 2222
Box 2⅝" W.x4" H.x1⅛" D.
Surface Type

Sold Through Jobbers

THE TRUMBULL ELECTRIC MFG. COMPANY

Plainville, Conn.

BRANCH PANEL BOARD AND SWITCH BOARD FACTORY AT LUDLOW, KENTUCKY.

NEW YORK
114 Liberty St.

BOSTON
1002 Statler Bldg.

PHILADELPHIA.
511-519 N. BROAD ST.

ATLANTA

CHICAGO
2001 W. Pershing Rd.

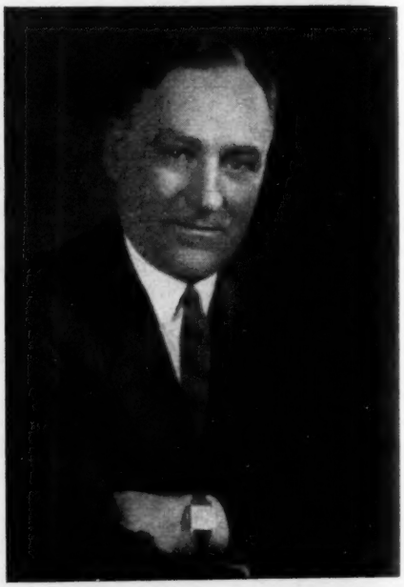
SAN FRANCISCO
595 Mission St.

The Only One of Its Kind

ALL enclosed. No supports of any kind needed. Occupies only 1 1-9 sq. ft. of floor space. A handsome piece of furniture. Do your dealers know your house can supply this exclusive type of exerciser?

THE EMERSON ELECTRIC MFG. CO.
2018 Washington Ave. Saint Louis
806 W. Washington Blvd. Chicago
50 Church Street New York City

EMERSON *Electric* Cabinet Type EXERCISER



L. G. Cushing of the L. G. Cushing Co., Chicago, one of the well-known hustling manufacturers' representatives, has recently closed contract to represent the Tobe Deutschmann Corp., Canton, Mass., manufacturers of Tobe by-pass condensers and "Filterettes" for eliminating radio interference, and the O'Neil Mfg. Co., West New York, N. J., makers of dynamic speakers. He also represents the Hammarlund Mfg. Co., New York, N. Y., who manufacture variable condensers, coils, and other radio parts, the Clarostat Mfg. Co., Brooklyn, and Ferranti, New York.

Unlimited Market—Contractors Manufacturers—Radio

No! Tape—solder—or time wasted with Ideal *Universal* Wire Connectors. They screw on like nuts.

Yes! The demand has boosted our production into millions. They're used in some of the finest buildings erected today, and by hundreds of appliance and electrical machinery manufacturers and users. They enable contractors to underbid and manufacturers to lower their costs.

Bowlus Boring Machine enables contractors to underbid. Attractive price. Big profit. Big volume sales. Takes all the hard slow work out of boring.

E-Z Wire Stripper. Volume sales! Electrical workers buy on sight. One squeeze on handle clamps wire, cuts insulation, strips wire.

Approved by Underwriters and Factory Mutual Laboratories. **Fully patented.**

IDEAL COMMUTATOR DRESSER CO. 1229
1047 Park Ave., Sycamore, Ill.
Please send further information regarding
☐ Ideal Wire Connector
☐ Ideal "Bowlus" Boring Machine
☐ Ideal "E-Z" Wire Stripper

Name .....
Address .....
City ..... State .....

Anaconda Moves Warehouse

The Anaconda Wire & Cable Co., New York, has moved its "Durabilt" products warehouse at Chicago to 213-217 North Desplaines St. There will be no change in policy or service.

* * *

Hallam Appointed De Forest Sales Manager

G. J. Hallam has been appointed general sales manager of the De Forest Radio Co., Jersey City, N. J. Mr. Hallam has resigned as radio merchandise manager of the Associated Merchandising Corp., New York. Prior to that connection, he was field sales manager of C. D. Black & Co., New York, and general sales manager of the merchandise division of Sperry & Hutchinson Co., New York.

* * *

National Electric Moves Offices

The National Electric Products Corp., 17 East 42nd St., New York, announces the removal of its offices to the Woolworth Building, 233 Broadway.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

QUALITY IS PARAMOUNT!

Economy Fuse & Mfg. Company

CHICAGO, U. S. A.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

LEWIS TOWER

15th and Locust Sts.
Philadelphia, Pa.

Richard Seltzer, Inc.
Owners

Arthur H. Hall
Architect

William H. Gravell
Consulting Engineer

J. V. Warren Company
General Contractors

Charles W. Kester
Electrical Contractor

Tenants of the tallest office building in the City of Brotherly Love are assured the highest type of electrical control and convenience by reason of

WEBER WIRING DEPENDABLE DEVICES

Henry D. Sears, Gen'l Sales Agent
80 Boylston St., Boston, Mass.

H. A. Coles of Westinghouse Dies

Henry Aylett Coles, Atlanta district manager of the Westinghouse Electric & Mfg. Co., died recently in New Orleans, La., of heart failure. A veteran in the Westinghouse service, he had joined the company while its plant was located in Garrison Alley, Pittsburgh. The deceased was born in Tallwood, Albemarle County, Va., August 17, 1870.

* * *

Inside Colored Finish for Incandescent Lamps

The Edison and National lamp works of the General Electric Company have announced that development work has been completed on the application of the inside colored process to the 10-watt, 110-115-120 volt, S-11 intermediate screw base Mazda lamp. Three lamps, which were formerly supplied only in the outside colors are now available in the inside colored finish in the full line of standard colors, including red, yellow, green, blue, amber-orange, flametint and white.

* * *

"Majestic" Announces Price Reductions

Announcement has been made by Grigsby-Grunow Co., Chicago, manufacturers of "Majestic" radio sets and radio-phonograph combinations, that effective on November 1, the price on "Majestic" model 91 is $116.00 less tubes and on model 92 is $146.00 less tubes.

* * *

Fretz-Moon Makes New York Appointment

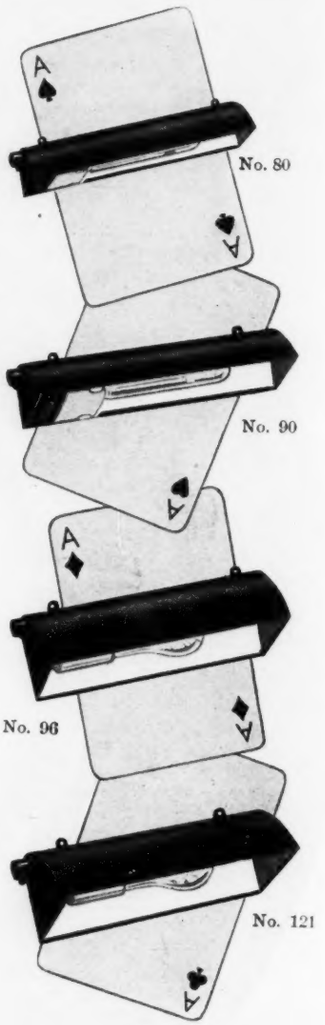
The Fretz-Moon Tube Co., Inc., Butler, Pa., announces the appointment of the Manufacturers Distributing Co., 40 Worth St., New York, as its New York agent.

* * *

T. S. Wood, of Seattle, Moves

Thomas S. Wood, manufacturers' representative in Seattle, Wash., has recently moved to a new office and warehouse at 200 Ninth Ave. N., Seattle. Among the companies Mr. Wood represents are: American Brown Boveri Electric Corp.; the Condit Electrical Mfg. Corp.; the Corning Glass Works; the Bowie Switch Co., and the Sangamo Electric Co.

ACES
All of Them



DAY-BRITE
Show Case Reflectors

No. 80—Drawn of one piece brass—for T 6½ intermediate base lamp. Finish—Statuary Bronze Plated.

No. 90—Drawn of one piece brass—for T 10 Standard base lamp—Finish Statuary Bronze Plated.

No. 96—Made of steel—for Standard lamp to 60 watt—Finish Aluminum Spray.

No. 121—Made of steel—For standard lamp to 100 watt—Finish Aluminum Spray.

Day-Brite Reflector Company
St. Louis, Mo.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

A Contractor Has Written of a New Way in Which He Uses the Suggested Resale Price Service

As most jobbers know who have been watching this revolutionary idea on the part of ELECTRICAL CONTRACTING, the service consists in publishing each month in the magazine suggested, profit-carrying prices for the contractor on practically every item that he uses in construction work and over-the-counter sales.

The particular contractor mentioned above was called by a building owner to figure on a job. He was thoughtful enough to carry with him a copy of ELECTRICAL CONTRACTING, containing the price service.

After the regular estimates had been completed, the owner happened to mention that he was somewhat interested in an intercommunicating system, and wondered what it would cost.

This being rather special, under ordinary conditions the contractor would have had to go back to the office and look up the information. In the meantime the owner's interest would probably have died and no sale would have been made.

But with the Price Service in his hands, giving the resale prices on every part, the contractor was able to figure the job in a few minutes, submit a price on the installation and clinch the order then and there.

We suggest that all jobbers keep reiterating to their customers the value of this Price Service. It means more money for both contractor and jobber. A free copy of ELECTRICAL CONTRACTING will be sent you on request. Get one and look it over.

Electrical Contracting

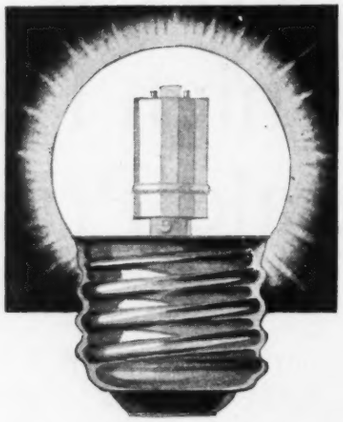
520 N. Michigan Avenue Chicago

THIS ADVERTISEMENT IS CONTRIBUTED BY THE ELECTRICAL TRADE PUBLISHING CO. IN THE INTEREST OF BETTER RELATIONSHIP BETWEEN CONTRACTOR AND JOBBER

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

NEON GLOW LAMPS

live longest and consume the least current



HERE'S a new lamp of exceptionally long life which consumes surprisingly little current—a ½ watt lamp with no fragile filament to break. The new Cooper Hewitt Neon Gas Lamp is so sturdily built that it can be used even in places subject to hard shocks and severe vibration . . . Gives distinctive light . . . Fits regular socket — and runs directly from 110 A. C. or 220 A. C. or D. C. lines . . . Many uses: as pilot lights, indicators, test lamps, etc. For details and prices, address: Cooper Hewitt Electric Co., 891 Adams Street, Hoboken, N. J.

COOPER HEWITT

A General Electric Organization

402 © C. H. E. Co., 1929

Kolster Radio Announces Price Reductions

Price reductions in the line of "Brandes" console radio receivers have been announced by the Kolster Radio Corp., New York. The B-15 model, formerly listed at $125.50, is now $97.50. The B-16 has been reduced to $136.

* * *

Harrison Sales Moves

The Harrison Sales Co. recently moved into a new office and warehouse at 314 Ninth Ave. N., Seattle, Wash. This company represents Edwin L. Wiegand Co., Time-O-Stat Controls Co., Jeanette Mfg. Co., and Harold E. Trent Co.

* * *

N.E.L.A. Lighting Bureau Holds Meeting

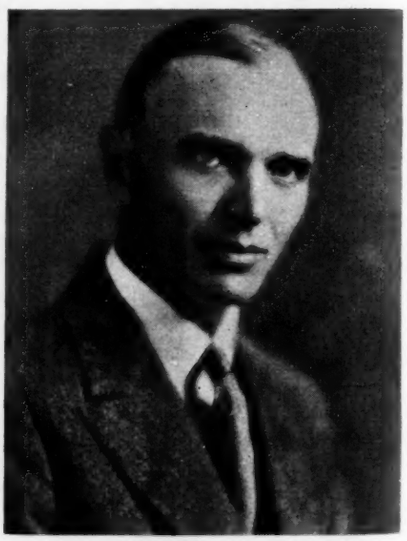
The fall meeting of the Lighting Bureau of the National Electric Light Association was held on October 24, at the Westinghouse Lighting Institute, Grand Central Palace, New York. A tour through the Institute was the closing feature of the day.

Fretz-Moon

FRETZ-MOON TUBE CO., Inc., Butler, Pa.

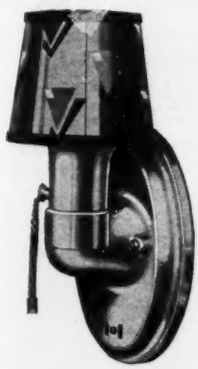
Specialization for years in the production of good conduit—the result, quality.

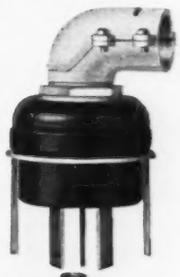
RIGID CONDUIT

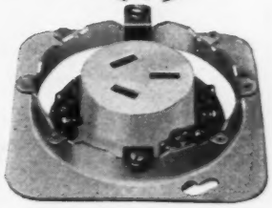


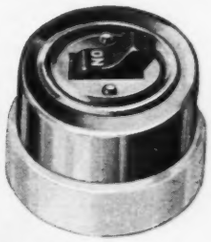
The appointment of George E. Nelson as general manager of the Northern Division of the National Lamp Works of General Electric Co., succeeding O. F. Stuefer, has been announced by J. E. Kewley, general sales manager. Headquarters of the Northern Division are in Minneapolis. Mr. Nelson has been with the Michigan Division of the National for the past ten years, with headquarters in Detroit, where he has done an unusually constructive job both in the development of better retail channels of distribution and in promoting improved standards of lighting in the large automobile establishments.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.









PAGE ONE from ARROW

NEW CATALOG 24

HERE'S ONE group of Wiring Devices—which makes Page One of the Arrow Catalog promise a bookful of interest!

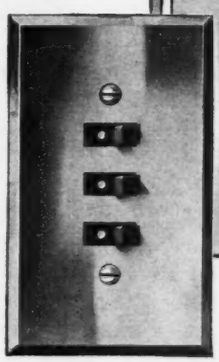
THIS barely suggests the scope of the ARROW Line. There are many more pages equally well illustrated. But you see here some latest designs of representative items.

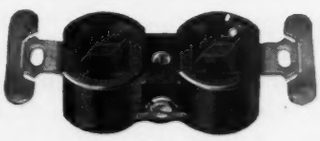
ARROW aims at the simplest way out of any given wiring-problem. It aims to hit on economies for the Contractor. It points straight to possible time-savings. Always it leads with new devices to meet new conditions.

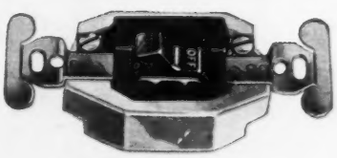
YOU will enjoy using "Catalog 24":—easy to read, pleasing to look through, simple to select from, profitable to order from.

THE BOOK goes forward to you as soon as we hear from you.

ARROW







ARROW ELECTRIC DIVISION

THE ARROW-HART & HEGEMAN ELECTRIC CO.

HARTFORD, CONN.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

DIEHL FANS

AN ALL YEAR LINE

Start looking upon fans as salable every month of the year and you will make more money on the Diehl line in 1930. The following types of Diehl fans and their market is a big story in a few words:

TYPES	MARKET
Desk and bracket	Homes, offices, hotels
"Wind-O-Vent" and small ventilating fans	Residences, apartments, offices and private garages and small restaurants and bakeries
Large exhaust fans	Industrials, offices, bakeries, restaurants, public garages, etc.
Ceiling fans	Hotels, restaurants, offices and all public places
Special application fans	Elevator cabs, railway cars, telephone booths, taxicabs, etc.

Each of the above types is made in many different styles. Find out right now—while you are planning for 1930—what it means to be a Diehl distributor.

DIEHL MANUFACTURING CO.
Electrical Division of THE SINGER MFG. CO.
ELIZABETHPORT, N. J.
Atlanta, Boston, Chicago, Columbus, Dallas, New York, Philadelphia, Pittsburgh, St. Louis

GUTH LITE

Guth

lighting equipment for 30 years has set a standard for high lighting efficiency, low cost of installation and low operating cost. GUTH-LITE scores high on these 3 points.

The EDWIN F. GUTH COMPANY
2615 Washington Ave., St. Louis, Mo.

J. L. Mahon Takes Charge of Royal Sales

James L. Mahon, formerly merchandising manager of the P. A. Geier Co., manufacturers of Royal electric cleaners, has been appointed sales manager to succeed H. C. Hammink, resigned. Mr. Mahon has been actively connected with the electrical industry since 1906, excepting for a short interval when he was associated with an advertising agency. He joined the P. A. Geier Company in 1915 as advertising manager and in 1923 was given the additional duties of merchandising manager.

* * *

Daley to Manage Hoffman Heating Division

Harry H. Daley, formerly vice-president and director of sales for the Majestic Electric Appliance Co., Inc., San Francisco, Calif., has been appointed manager of the electric heating division of the Hoffman Specialty Co., Waterbury, Conn. Mr. Daley will have charge of the marketing of the "Thermador," an electric room heater designed in the form of an occasional table. He will maintain his headquarters at the offices of the Hoffman company at 816 W. 5th St., Los Angeles, Calif.

Thomas A. Fawell has been appointed San Francisco Bay district representative of the company, and will supervise the marketing of the heater in that section, making his headquarters at 557 Market St., San Francisco.

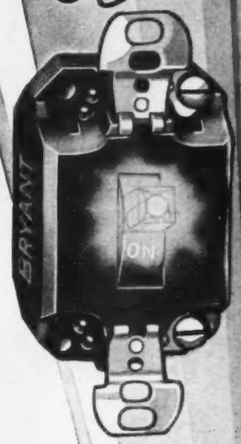
* * *

Plan Book Compiled by Electrical Society

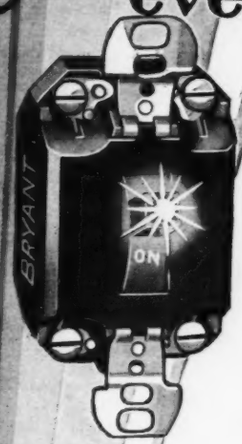
An Outdoor Christmas Lighting Plan Book has been developed by the Society for Electrical Development, Inc., 420 Lexington Ave., New York, under the guidance of the National Outdoor Christmas Lighting Committee. This piece of literature has been designed to serve as a stimulus and guide in encouraging the use of light for Christmas decorations throughout the country. It contains suggestions for Christmas lighting contests which, it is hoped, will give the public a new conception of the value of electricity as a safe and effective medium for decorative lighting.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

O.K.-ed by Architects and contractors everywhere



No. 3961-BH
[Glo-Guide Handle]



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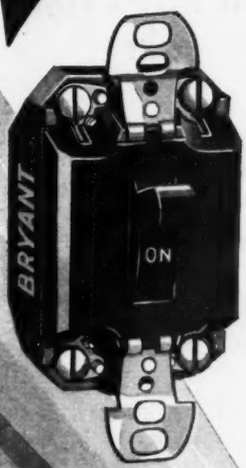

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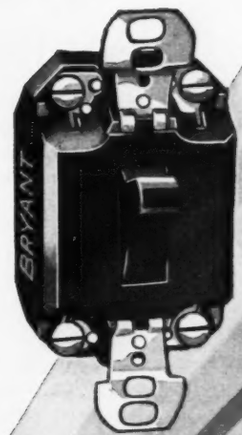


No 3964

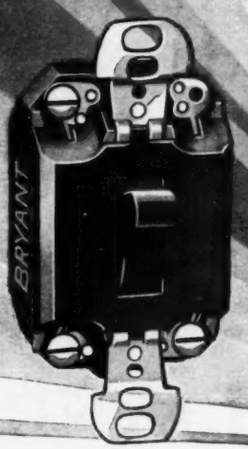
The BRYANT new enclosed Cup Switches SERIES No. 3961

The switch cup, cover and handle are made of Bakelite.

The supporting yoke is separate and insulated from the ears.

Quiet operation is accomplished by improved construction of the mechanism.

These switches incorporate the latest improvements, and tests, under actual service conditions, have shown them to be equal or superior, on Type C Lamp Loads, to any other switches on the market.



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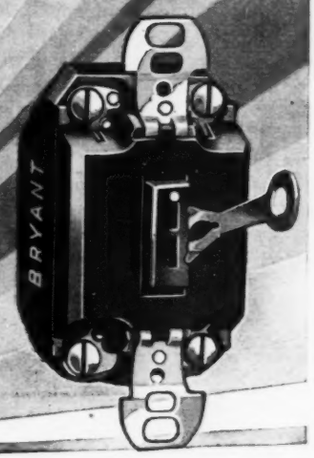


No. 3962-L

BRYANT
SUPERIOR WIRING DEVICES

THE BRYANT ELECTRIC COMPANY

BRIDGEPORT, CONNECTICUT

NEW YORK PHILADELPHIA CHICAGO SAN FRANCISCO

MANUFACTURERS OF "SUPERIOR WIRING DEVICES" SINCE 1888

Manufacturers of HEMCO Products

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

Retails for $14.95

A Gift
For Every Family

New business—new profits—a new product, backed by the famous Sunkist name. The 1929 Christmas gift number

HERE is the Sunkist Junior . . . the remarkable little electric fruit juice extractor that every family wants. It needs only to be seen to be bought. No selling effort is needed. Priced to suit all.

Sunkist Junior comes fully guaranteed. It is backed by the California Fruit Growers Exchange. Sold at actual cost to us because it stimulates the use of our oranges and lemons.

Sunkist Junior is widely advertised in The Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, Woman's Home Companion, Cosmopolitan, Vogue, House and Garden.

Get your share of this newly created profitable Christmas and all-year-'round business. A Sunkist Junior belongs in every home. Write now for full details. Don't put it off.

Features of the Sunkist Junior

Makes orange juice possible for breakfast every morning and any time during the day.

Economical to operate—obtains from 3 oranges or lemons the juice 4 usually yield. Ends waste.

Plugs in any light or wall socket by means of 10 feet of gray, heavy electric cord and separate attachment plug.

Takes seconds where old methods wasted minutes in reaming out orange or lemon juice.

Easy to clean and easy to operate.

Sunkist Jr.
Fruit Juice Extractor

California Fruit Growers Exchange
Division W Jr. 912
900 N. Franklin St. Chicago, Ill.

W. S. Rugg, vice-president, Westinghouse Electric & Mfg. Co., has just been appointed to the committee for the award during the next five years of the Edison Medal given by the American Institute of Electrical Engineers. L. W. W. Morrow, editor of "Electrical World," and R. F. Schuchardt of the Commonwealth Edison Co., were also appointed. Samuel Insull of Chicago is chairman of the Award Committee. The Edison Medal established by the Institute in 1909, is awarded for "Meritorious Achievements" in electrical science, engineering or arts.

Death of Henry C. Houck

Henry C. Houck, manager of the merchandise department of the General Electric Co., died at his home in Bridgeport, Conn., on October 15 after a long illness. Educated at Phillips Exeter Academy and the University of Pennsylvania, from which he was graduated in electrical engineering in 1899, he entered the employ of the General Electric Co., in the fall of that year. In his thirty years of service with the company Mr. Houck filled many important positions at Schenectady, Cleveland and Cincinnati, as well as Bridgeport, where he became manager of the merchandise department in December, 1925.

* * *

Westinghouse Acquires Newark Site

The Westinghouse Electric & Mfg. Co. recently purchased in Newark, N. J., a 22 acre site for a new warehouse and service station. It is planned that this new shop will serve the entire northern New Jersey industrial area.

This service shop will have the best of transportation facilities as this area is served by five trunk line railroads, twenty-six steamship lines, the Newark Airport, and the State Highway 25.

Every sale of a
RELIANCE
8-Day
TIME SWITCH
is an All-Profit sale

Once sold, you can forget the RELIANCE, for to begin with, we take all the responsibility for seeing to it that the switch delivers the service it is bought for. And in addition, you have the comfortable feeling that comes from having sold a piece of "right" merchandise. ALL RELIANCE Time Switches have the famous

"NO SERVICE" MECHANISM
With 15 new Improvements

And the applications for signs, traffic lights, window lights, and many other uses are multiplying daily. Get set now, to sell the RELIANCE!

RELIANCE
AUTOMATIC LIGHTING CO.
1907 MEAD STREET
RACINE .·. WIS.

Sales
Rick & Selleg, 549 W. Washington Blvd., Chicago.

Sales and Service
H. F. Stanley, 429 Wayne St., Detroit, Mich.

Reliance Time Switch Service Co. 1717 Folsom St., San Francisco., Cal.

Service
Diana Clock Works, 605 W. Washington St., Chicago, Ill.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

THE WORKS OF YOUR WIRING JOB

BALANCED MECHANISM

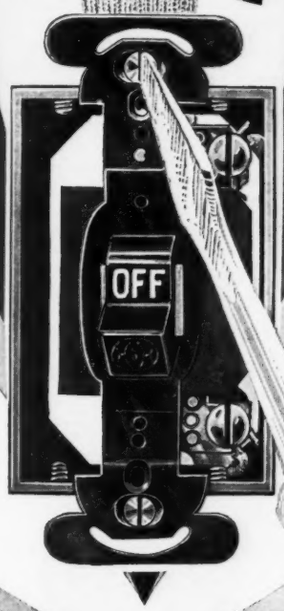
SMOOTH ACTION

POSITIVE

RELIABLE

PERMANENT

QUICKLY INSTALLED



H&H

H&H

H & H "8601"

FLUSH TUMBLER SWITCHES

In this switch all valuable features come to a focus. The demands of permanent wiring-jobs all point to the "balanced action" as the highest development. Thoroughly modern — yet sturdily true to H & H standards of switchmaking for 40 years. Preferred by all in the building trades as all that a switch should be, as the "works" of the lighting. Complete listings in *new Catalogue "U"*—coming to you on request.

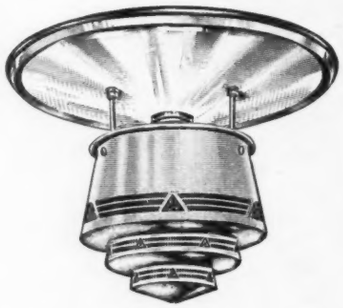
HART & HEGEMAN DIVISION

THE ARROW-HART & HEGEMAN ELECTRIC CO.

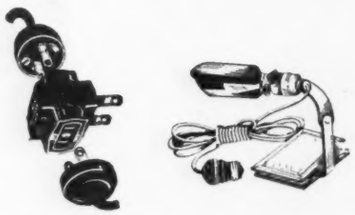
HARTFORD, CONN. MAKERS OF ELECTRIC SWITCHES SINCE 1890

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

New Electrical Products, Illustrated



Illustrated is a chain hanger type "Brascolite" recently put on the market by the Edwin F. Guth Co., St. Louis. While the stamped steel support enables the reflector to be drawn flush to the ceiling, all standard ceiling type "Brascolites" can be converted into three chain suspension types by the addition of "Brascolite" standard chain hangers.

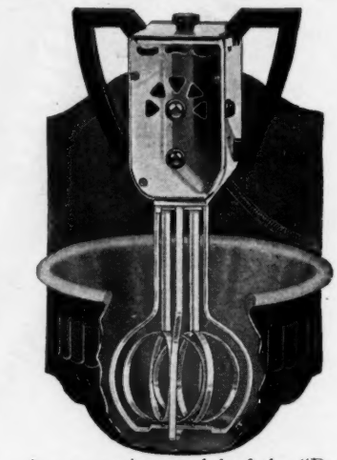


The Rodale Mfg. Co., 200 Hudson St., New York, announces the 400 twin flasher constructed of bakelite, and the 158 book lamp which is available in orchid, green, blue, gray and rose. This lamp is designed for use on typewriters, beds, books, etc.

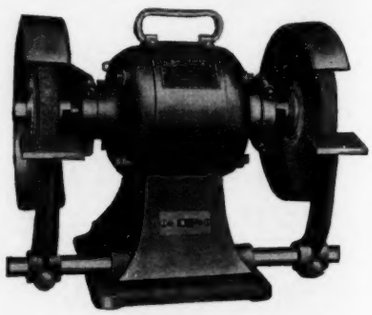
The Colt's Patent Fire Arms Mfg. Co., Hartford, Conn., is furnishing its "Noark" 30 ampere "Acco" fuse type meter service switches with a new type of cover. With this new cover design it is necessary to slide the cover less than the width of the handle, according to the manufacturer.

National Electric Products Corp., Pittsburgh, announces the addition of a new elbow, Cat. No. 2136, to its line of fittings for "Ovalduct" underplaster extension and surface raceway. This new fitting takes "Ovalduct" into ½ in. conduit knockout or coupling and combines in one piece ½ in. conduit box connector, 90° elbow and ovalduct coupling. It is made of drawn steel with smooth interior of maximum area; easily fished, no projections to injure wires and scientifically designed to eliminate abrupt corners, thus allowing free passage of fish wire. This fitting is equipped with flexible "Ovalduct" clamp and National ½" bondnut to assure a perfect ground; no set screws. It is zinc treated inside and outside by the sherardizing process for protection against rust and corrosion.

The Kester Solder Co., Chicago, has put on the market a new one lb. spool of "Kester" acid-core solder in an attractive bright green carton. Besides the acid-core solder illustrated, the company is also bringing out a solder for radio work and delicate wiring. "Kester" paste-core solder is now also obtainable not only in the original 18 in. lengths packed in five lb. boxes, but in one lb. and larger spools as well.

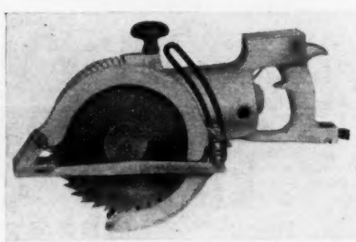


A new senior model of the "Dormeyer" electric food mixer is announced by the A. F. Dormeyer Mfg. Co., Chicago. The mixer has a single case in which the motor, gearing and rheostat are all housed. It is claimed that the appliance will stand alone in the bowl and mix, beat and whip without the support of the hand. This model is equipped with a universal motor.



The Van Dorn Electric Tool Co., Cleveland, has put on the market a new seven-inch "Flex-Disc" grinder in addition to its nine-inch grinder. Another tool recently introduced by this concern is the new seven-inch bench grinder illustrated. This is a ball bearing grinder with the ball bearings mounted in dust-proof housings. It is furnished complete with grinding wheels, adjustable tool rests, wheel guards, switch and cable.

The Wodack Electric Tool Corp., 4627 W. Huron St., Chicago, have recently placed on the market a light weight (15 pounds) one hand electric saw for cutting any board up to two and five-eighths inches. This unit is built complete, ready to use. Accessories include 15 inch extension cord, one pound can of Wodack lubricant, grease gun, steel carrying case, adjustable depth gauge and rip gauge.



FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

If BON MARCHE Sold Renewable Fuses they would recommend BUSS

THE NEW BON MARCHE

Operated by: Hahn Department Stores, Inc., New York.

Building owned by: McDermott-Nordhoff Realty Co., Seattle, Wash.

Architect: John Graham, Seattle, Washington.

General Contractor: Teufel & Carlson, Seattle, Washington.

Electrical Contractors: Meacham & Babcock, Seattle, Wash.

Buss Fuses furnished by: Love Electric Co., Tacoma, Wash.

On August 5th, 1929, when the doors of the New Bon Marche were thrown open, the public were greeted with a resplendent sight. Twelve acres of merchandise gathered from the four corners of the world for the people of the Pacific Northwest—thousands of smiling well trained sales people—myriad of glowing lights—sparkling show cases—speeding elevators flashing up and down—everywhere the life—the color—the well defined orderliness of a modern merchandise mart.

To the engineer or specifier of fuses, it is of interest to note that in this great modern structure, where the element of time and service means so much on the profit side of the ledger, every electrical circuit was protected by a BUSS fuse.

Mr. Salesman!

Why not make it a point to tell all your customers of the low cost dependable Electrical Protection afforded by BUSS Renewable Fuses? It will mean much in new sales to you.

BUSS FUSES

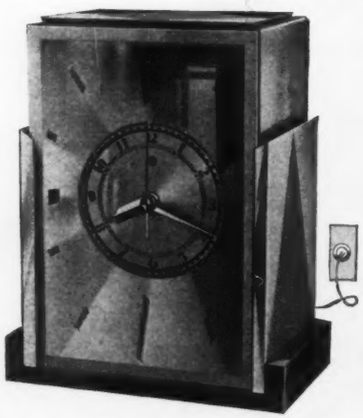
BUSSMANN MANUFACTURING COMPANY · · ST. LOUIS, MO.

Electricity's Safety Valve means only BUSS Fuses

New Electrical Products, Illustrated

One of the newest products manufactured by Gem Appliances Inc., New York, is the "Gem" electric kitchen food mixer. The standard equipment on this unit is a five quart bowl, one whipper, one beater and one polishing buffer. Extra attachments can be purchased separately. The model illustrated is finished in cream lacquer.

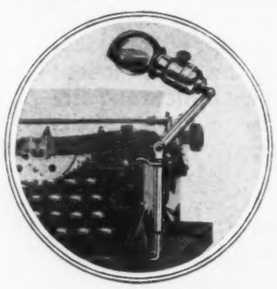
Illustrated is a new show case lighting fixture, lately put out by the Benjamin Electric Mfg. Co., Des Plaines, Ill., and designed especially for mounting on the outside of the show case. It is made up of reflector lamp sections, similar to the Benjamin show case lighting fixtures, and metal cover sections with brackets and other fittings for attachment to the show case, and can be applied to either straight or L type cases of any length.



The Warren Telechron Co., Ashland, Mass., has placed on the market the "Modernique" model electric clock. It is finished in burnished silver.

A new electric kitchen range that the housewife can build up or take down at will like a sectional bookcase has been introduced by the Armstrong Electric & Mfg. Co., Huntington, W. Va. The complete unit comes in 16 parts which, it is claimed, makes the same range adaptable to the largest mansion or smallest apartment.

Pass & Seymour, Inc., Syracuse, N. Y., has added two new decorative lighting sets to its line. It consists of P & S devices Nos. 2000, 2002, 2003, 2006, and 2016. All of the sets are furnished equipped with colored genuine Mazda type C-9¼, with the exception of P & S 2000, and all are constructed so that if one lamp burns out the rest remain lighted. P & S 2002, as illustrated, is equipped with seven intermediate base bakelite sockets, with a P & S connector at one end of string and an attachment cap on the other, spaced ten inches from nearest socket.



The Vimco Manufacturing Co., Buffalo, N. Y., is now in quantity production on "Vimcolight," a special lighting fixture for portable typewriters. It is claimed that the light is easily attached to any make of portable and does not have to be detached when the typewriter is enclosed in its case. The lamp is equipped with a Mazda S-11 bulb and special reflector that provides a soft, diffused illumination on keyboard, typing and notes.

The Wadsworth Electric Mfg. Co., Covington, Ky., has developed a line of metal meter boards. These boards are of one-piece formed steel construction and will not, it is said, warp, buckle, shrink or twist. They are designed for the installation of any 30 amp. switch and any standard meter and have tapped holes provided with machine screws for this purpose.

A new two-way socket and handle cap in bakelite are being marketed by the Eagle Electric Mfg. Co., Inc., 59-79 Hall St., Brooklyn. The two-way socket is very small and neat, although of sturdy and approved construction. In an attractive and exclusive design, the handle cap is so constructed as to give the easiest grip, and a long life.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

NEW MAZDA LAMPS

and new business for you!

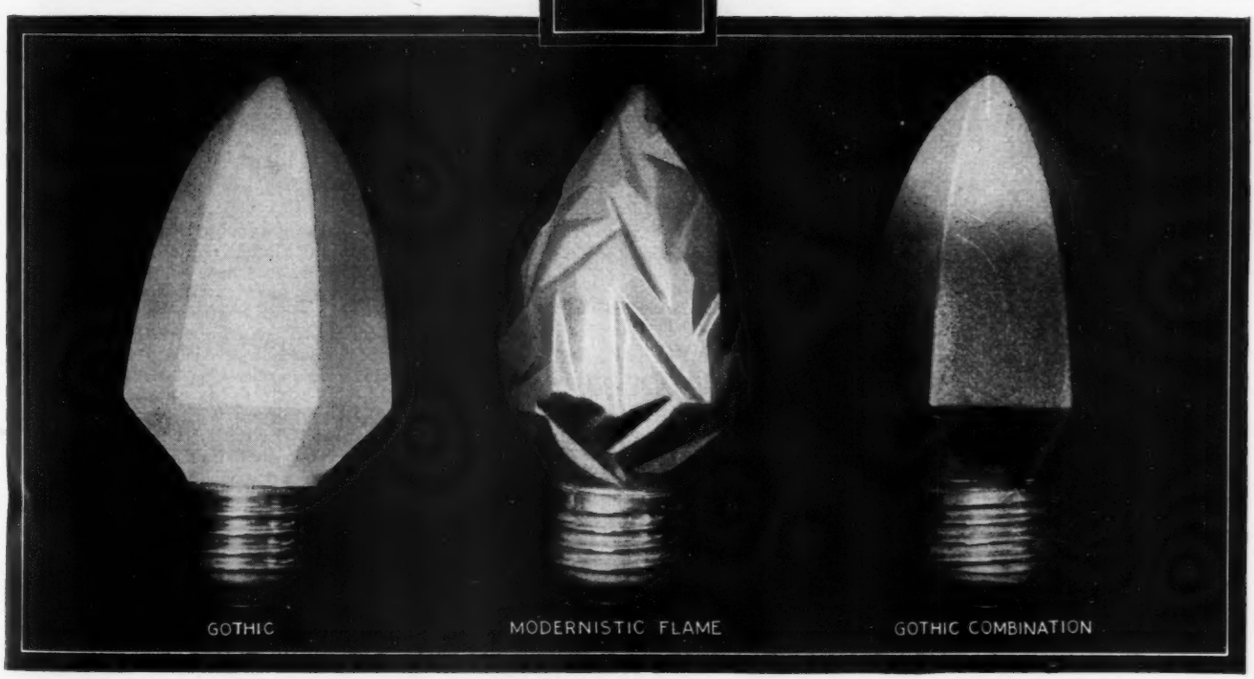
AMERICA has learned to love luxuries—and to demand them. The 20th century mind takes necessities for granted—and concentrates on the less ordinary things that make life more livable.

Today's buyers of lamps are invariably of this mind. Specifically, they have discovered that incandescent lamps are instruments of beauty as well as of utility. They demand variety and cheer in the home atmosphere, and know that incandescent lamps can produce these effects.

A new line of National MAZDA decorative lamps has been created to meet the demand for lamps that express the modern mode. Lamps people want . . . lamps whose sales will double your volume of business in the decorative line. Your dealers are aware of the demand for a finer decorative line, and will be eager in their acceptance of these new MAZDA lamps.

A new candle lamp in ivory finish at 75 cents list, a Gothic lamp in ivory, black-on-ivory, or rose-on-gold listing at 50 cents and a Modernistic Flame lamp likewise at 50 cents list, which catches all the charm of color and pattern in the cheeriest of flames—they are thoroughbreds in a field that will be at its best in the holiday season directly ahead.

Have your distributors feature the new National MAZDA line of decorative lamps at once, and they will tie in effectively with a campaign of National advertising which is introducing them to the public.



National MAZDA Lamps

GENERAL ELECTRIC

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY

New Electrical Products, Illustrated

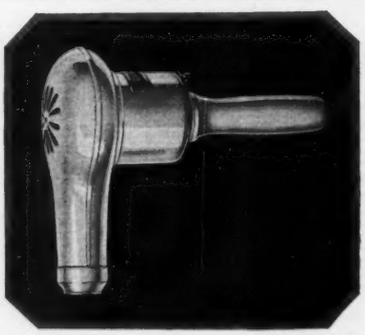
One of the latest items manufactured by the H. B. Sherman Mfg. Co., Battle Creek, Mich., is the "Sherman" bakelite fixture connector consisting of a shell strongly made of bakelite and a single set screw of the same material. The bare wire ends, entering a vee-shaped opening, are wedged securely in place and held fast by the set screw. The outer portion of the shell or body is enlarged to admit the insulation, which, the manufacturers maintain, completely seals the joint.

1900 1911 1912

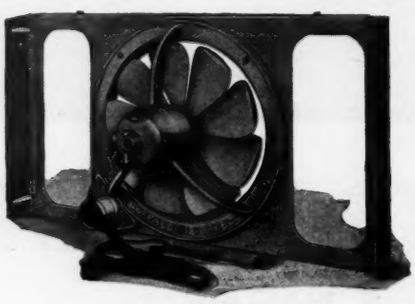
New products being marketed by the Arrow Electric Co., Hartford, Conn., are the No. 1900 "Arrotex" bakelite attachment plug, incorporating a finding ridge in the body, and the Nos. 1911 single and 1912 duplex bakelite convenience outlets. These outlets also are designed with a finding ridge.

A new type "Explosion Proof" ventilating unit has been put into production by the Paashe Airebrush Co., Chicago. This unit has a specially designed high volume aluminum fan, curved and shaped to provide the highest volume of air. The fan can be attached on a self-centering tapered shaft with puller and tightener nut.

The Proctor & Schwartz Electric Co., 6612 Euclid Avenue, Cleveland, which recently announced the purchase of the Liberty Gauge & Instrument Co., and which is introducing the Proctor line of automatic heat controlled electrical appliances, announces the Proctor—the iron that is both automatic and adjustable. At the same time this company introduces "tuned temperature control" based upon the Proctor principle of thermostatic heat regulation. The iron, which weighs 9 lbs., is finished in nickel with rosewood handle.



Illustrated is the new No. 4 "Hamilton Beach" hair dryer, recently put into production by the Hamilton Beach Manufacturing Co., Racine, Wis. The motor and element of the unit are wired in series. The handle extends parallel with the armature of the motor. Its weight is one and a half pounds.



The new glass-panel "Breezo" home ventilating fan, recently brought out by the Buffalo Forge Co., Buffalo, N. Y., differs from the regular steel panel window model offered by this company in that it has glass panels on each side of the fan. Finished in aluminum, the motor harmonizes with the pearl grey panel, frame and wheel.

The absence of loose washers, both ends open for inspection and cleaning, and venting through the caps are the features of the new Union ferrule type renewable fuse introduced by the Jefferson Electric Co., 1500 S. Laflin St., Chicago. It consists of three parts—the casing and two caps, in addition to a link. The caps are of one piece and are provided with a method of positive venting which, it is said, relieves the pressure generated by the operation of the fuse on a heavy overload or short circuit and insures maximum use of the fuse.

A new item added to the line of "Royal" electric cleaners is the "Royalette" hand-type machine just announced by the P. A. Geier Co., Cleveland. The outstanding feature of this new model is a self-adjusting nozzle within which is a floating rubber whisk which gently brushes the surface to be cleaned and is said to greatly increase the cleaning efficiency of the machine. The "Royalette" is finished in polished aluminum with ebonized handle and is provided with a specially woven dust bag having ample filtering surface to maintain the full efficiency of the machine.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

STEELTUBES [E. M. T.]* has the same inside diameter as heavy conduit. Made in three sizes [½", ¾" and 1"] with diameters and wall thickness shown above. One coupling furnished with each ten-foot length.

BEFORE *and* AFTER
...an object lesson in corrosion

THE pictures tell the story. Two pieces of conduit—before a 96 hour 5% sulphuric-acid test [in the circle]. *After* the test in the larger view. STEELTUBES [E.M.T]* at the left in both.

Note the corrosion of the Bessemer steel in the heavy conduit and the resistance offered by the close-grained, cold-rolled, openhearth steel of STEELTUBES. Hardly a trace of corrosion after a test equivalent to years of exposure. It is this corrosion resistance of the basic metal itself which makes STEELTUBES such a marked improvement.

Have you seen a sample of STEELTUBES? Let us send you one, so you can make this test for yourself.

Electrical Division
STEEL AND TUBES, INC.
Cleveland, Ohio
(A subsidiary of Republic Iron & Steel Co.)

*STEELTUBES Electrical Metallic Tubing is threadless, strong, light and easy to handle. Costs less to buy. Saves time and money on the job.

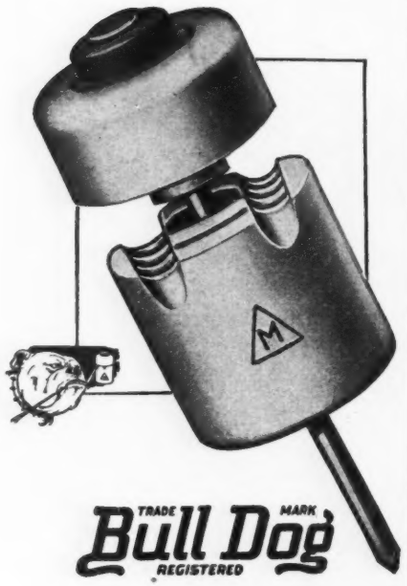
10

STEELTUBES Advantages

1—Saves thread-cutting
2—Bends easily
3—Light—handles easily
4—Takes any fitting
5—Speeds up the job
6—Resists corrosion
7—Costs less
8—Standard price
9—Carries Underwriters' Label
10—Local stocks always available.

Steeltubes

"It has a grip like its namesake"



TRADE MARK Bull Dog REGISTERED

Split Knobs

THESE are the safe, approved knobs for all types of residence wiring. They mean better jobs at no added cost. Bull Dog Split Knobs, together with Illinois Porcelain Tubes, Cleats and Solid Knobs form a complete line of standard porcelain.

Sold Through Wholesalers

Illinois Electric Porcelain Co.
Macomb, Illinois

Marvin Adopts Unification Plan

With the removal of the research and engineering development laboratories from Newark and the sales offices from New York to the company's key plant at Irvington, N. J., the Marvin Radio Tube Corp. took the first steps in its new unification program for centralized control of all the firm's activities.

* * *

Latest Trade Literature

The General Electric Co., Schenectady—This company has recently issued several new catalogs, among them being the following: GEA-856B, superseding GEA-856A on outdoor switching equipment; GEA-1128 on steel-panel switchboards; GEA-25C, superseding GEA-25B on G. E. outdoor station equipment and line breaker equipment; GEA-1003A, GEA-1004A, and GEA-1122 on outdoor switching equipment; GEA-211A superseding GEA-211 on type FK-5 oil circuit breakers; GEA-1095A, superseding GEA-1095 on ground clamps for outdoor stations, and GEA-181B, superseding GEA-181A and GEA-83A superseding GEA-83 on magnetic switches.

* * *

Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—The "Grid-glow Demonstration Set" is the title of Leaflet 20437, just released by this company. This four page folder describes the novel demonstration set involving

Nathan Chirelstein is the newly announced president of the National Union Radio Corp., New York, which recently merged with Sonatron, the Magnatron, Marathon and Televocal businesses. Mr. Chirelstein was formerly head of the Sonatron Tube Co.

SRK Trade A-1 Mark

WIRE CONNECTORS

THE BETTER KIND

A perfect joint every time plus simplicity and dependability.

A joint which is safer, stronger and better mechanically and electrically. SRK's embody everything necessary to make such joints. There is nothing more to ask for—and the job is done in a Jiffy. 1 size for combinations of No. 14, No. 16 and No. 18, solid or stranded, up to 4 No. 14 and 2 No. 18, or equivalent.

Approved by Underwriters Laboratories and Factory Mutual, Laboratories. Samples upon request.

MILLIONS IN USE

Pat. No. 1635293. Other patents pending.

Manufactured by
JIFFY WIRE CONNECTOR CO.
HACKENSACK, N. J.

General Sales Office
G. Denn. Montgomery, Jr.
522 Broadway, New York City
Phone Canal 7533

"I am the Jobber's Salesman's Best Friend!"

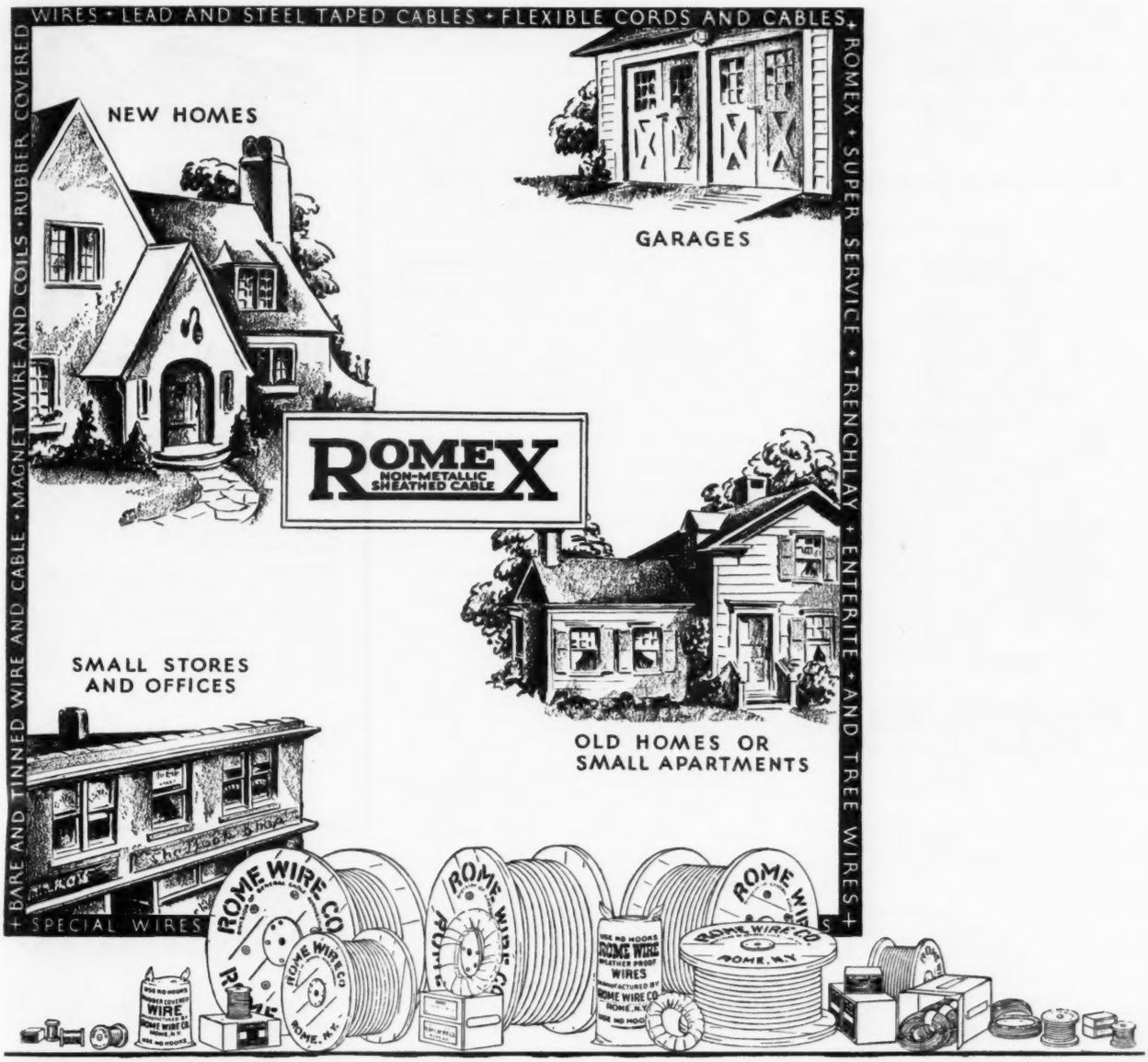
"Believe me, brother, if you want to get the fat and juicy orders, you want to keep posted on what I am doing to boost wiring business.

"I am 'WBB,' which means that I know how to build my business with WIREMOLD. And every issue of 'WIREMOLD BUSINESS BUILDER' will give you the news on what I am doing to make business for you. And you ought to get and read EVERY ISSUE!"

Send in your name for our mailing list. No obligation. The Wiremold Business Builder will be sent free.

The Wiremold Company
HARTFORD, CONN.

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.


+ BARE AND TINNED WIRE AND CABLE + MAGNET WIRE AND COILS + RUBBER COVERED WIRES + LEAD AND STEEL TAPED CABLES + FLEXIBLE CORDS AND CABLES + ROMEX + SUPER SERVICE + TRENCHLAY + ENTERITE + AND TREE WIRES +
NEW HOMES
GARAGES
ROMEX
NON-METALLIC SHEATHED CABLE
SMALL STORES AND OFFICES
OLD HOMES OR SMALL APARTMENTS
+ SPECIAL WIRES
ROME WIRE CO.
ROME, N.Y.

More profits now with RomeX

For rewiring or for new jobs; in houses, garages, small apartments; in stores and offices in residential districts—there is a wide market for RomeX.

It costs less to install. Hence many jobs, hitherto too expensive for the property owner, can now be finished quickly and profitably with RomeX...Lighter to handle, needs fewer fittings, easier to fish through small spaces—RomeX gives your contractors more work and real profits, and assures the customer a safe, dependable job.

Get the whole story—from our latest RomeX booklet.

ROME WIRE COMPANY, Rome, New York
Division of General Cable Corporation

2923-R

ROME WIRE

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

KLIEGL LIGHTING

Back of the Footlights there's profitable business for Jobbers

THE stage electrician buys theatrical lighting specialties. Do you get your share of this business? Kliegl products are well known, priced right, built right, and thoroughly dependable; and everything needed for theatrical lighting can be furnished.

Stage Pockets	Spotlights
Wall Pockets	Floodlights
Panel Pockets	Aisle Lights
Plugging Boxes	Music Stands
Footlights	Color Mediums
Borderlights	Stage Cable
Connectors	Sundry Supplies

Write for current trade bulletins and jobbers' discount

KLIEGL BROS
UNIVERSAL ELECTRIC STAGE LIGHTING CO., INC.
321 WEST 50th STREET
NEW YORK, N.Y.

Hotel Melbourne
Grand and Lindell Blvds.
Highways No. 40 and No. 60
St. Louis, Mo.

15 Minutes From Anywhere Center of St. Louis Night Life.

Rates: $2.50 Up per day, Single
$4.50 Up per day, Double

The Melbourne is conveniently located to the electrical manufacturers section of St. Louis.

W. J. WALTON, Mgr.

the grid-glow tube, which can be used to operate almost any type of display or exhibit that can be conceived. A wave of the hand over the grid-glow tube operates the relay which controls the operation of the apparatus being displayed. Some of the many applications of this advertising medium are starting electric fans, lighting electric lights, sounding electric bells, turning on radio receiving sets, and controlling show window lights and mechanical displays.

Federal Steel Products Co., Newark, N. J.—This company has just released bulletin B4 covering its entire line of steel cabinets and cutout boxes.

Bull Dog Electric Products Co., Detroit—A new system of electrical distribution as represented by Bull Dog "Bus-duct" and "Trolley-duct" is illustrated and described in the latest bulletin brought out by this concern.

Ideal Commutator Dresser Co., Sycamore, Ill.—Catalog B-829 recently issued by this company contains, besides the list and description of products, a history of commutator maintenance, an outline of commutator troubles and remedies, and a definition of electrical terms.

Master Electric Co., Dayton, O. —This company has brought out a new mailing piece in the form of a broadside fashioned on newspaper lines. The "extra special" announces the two new "Master "Healthizers."

International Resistance Co., Philadelphia—"A New Precision Resistance Coupled Amplifier and Associated Power Supply" is the subject of engineering bulletin number seven, compiled by the engineering department of this company.

Curtis Lighting, Chicago.—Numbers 9, 10 and 11 in the series of "Little Stories of Light" issued by this concern tell of the contributions of James Clark Maxwell; Thomas A. Edison, and Christian Hugens to the lighting industry. This series was published in com-

A Shop Light That Sells and Brings Repeat Orders

There's nothing to get out of order on these sturdy Glade Shop Lights. They are oil, gasoline and grease-proof and have absolutely unbreakable sockets.

JOBBERS—Glade Shop Lights are sold on the basis of a strict jobber policy—priced right to give you a handsome margin of profit and to meet competition. List Glade Shop Lights in your catalogs. Sheets, folders and electros are ready for you. Send at once for attractive proposition. Get the facts.

Glade Manufacturing Co.
1603 So. Michigan Ave.
Chicago, U.S.A.

Subscribers

You can't afford to miss a single issue. Give us your new address if you have moved.

Be A Booster

Tell your friends about The Jobber's Salesman

FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

1929

Safe—Quick —Economical!

YAGER'S Soldering Salts are safe—quick and economical.

Packed in ½ lb., 1 lb., and 5 lb., round, blue and white enameled cans they make an attractive item for over-counter sales.

We also manufacture Yager's Soldering Paste—the original non-acid, non-corrosive flux.

Send for Samples

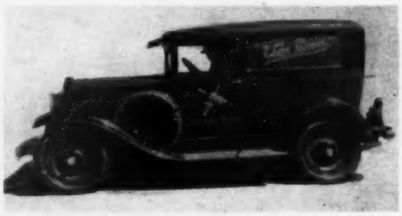
Alex. R. Benson Co., Inc.
Hudson, N. Y.

1873

Made of soft wrought steel—"Central" Conduit is easy to cut, easy to thread and easy to bend. The tenacious properties of the enamel or zinc coatings used on "Central" Conduit have made it famous for its ability to resist the most severe bending strains without cracking, chipping or flaking.

CENTRAL CONDUIT

Central Tube Co.
First National Bank Building
PITTSBURGH
Manufacturers of
"CENTRAL WHITE"
"CENTRAL BLACK"
"WHITENRED"



The Van Dorn Electric Tool Co., Cleveland, O., is using a new electric tool demonstration car to assist the jobbers' salesmen in demonstrating various Van Dorn tools in operation. The large rear door, when opened, shows the various electric tools in neatly arranged sections making them accessible for immediate use.

memoration of the 50th anniversary of Edison's invention of the incandescent lamp. Two other mailing pieces brought out by Curtis Lighting are "Flexibility in Architectural Lighting Effects" and "Why the Spiral Corrugations in X-Ray Reflectors."

Steinite Radio Co., Ft. Wayne, Ind.—This company has just issued a new "Dealer Profit" packet which contains a quantity of diversified display material for creating effective window trims. All of the material is highly colored and extremely attractive.

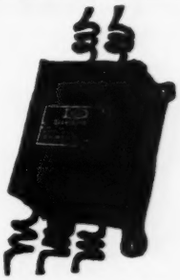
The Edwin F. Guth Co., St. Louis—Catalog Number 24 on Guth lighting equipment for hospitals, schools and commercial buildings has been developed by this firm. Many of the products appearing in this catalog have never before been cataloged.

Wise-McClung Corp., New Philadelphia, O.—A catalog page and descriptive folder covering its new popular priced line of "Sunshine" exercisers has recently been mailed out by this manufacturer.

Crouse-Hinds Co., Syracuse, N. Y.—This company has just issued a splendid 280-page catalog, No. 2200, which supersedes all previous listings of "Condulets," "Groundulets," and plugs and receptacles. It gives all the pertinent data of each product in a clear, concise fashion with list prices on each item. A feature of the book is the fact that no halftones were employed. Line drawings were used throughout, producing a most pleasing appearance to each page.

QUALITY DONGAN PRODUCTS

Heavy Duty Transformer



Where transformers of larger capacity and heavier duty are required it will pay to use the Dongan Heavy Duty Transformer.
For use with Annunciators and alternating current transformer bells.

Special Transformers for All Requirements
Complete information on request.

DONGAN ELECTRIC MFG. CO.
2993-3001 Franklin Street, Detroit, Mich.

TRANSFORMERS of MERIT for FIFTEEN YEARS

FLEXCO-LOK
LAMP GUARDS

A Complete Line
There is a very satisfactory steady sale for Flexco-Lok and Flexco lamp guards.
It is a complete line based on modern requirements.
Trade profits are well protected and our own salesmen co-operate closely with salesmen of Jobbers who stock the guards. Work the line.
Flexible Steel Lacing Company
4698 Lexington St., Chicago, Ill.
FLEXCO

New!!!
SHERMAN
Bakelite FIXTURE CONNECTOR

SEE THE VEE

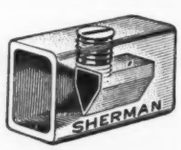
One size only—Takes any needed wire combination . . . SAFE and SURE—a "Pigtail" joint without solder or tape.

The Sherman Bakelite Fixture Connector provides the ideal method of connecting all small wires.

Actual Size
U. S. Pat. No. 1654660

Quickest to apply

Shell or body strongly constructed of highest quality bakelite and single set screw of same material. Speedy because no special preparation of wires is necessary.



Phantom—Showing Construction.

Convenient Size

Fits handily into the smallest canopies. All wires held securely by screw, wedged in "Vee" shaped opening.

Assembly

Made of one of the highest known commercial dielectrics with no metal parts to permit short circuit or leakage. Designed and tested for strength far beyond actual requirements.

H. B. SHERMAN MFG. CO.
Battle Creek, Mich.

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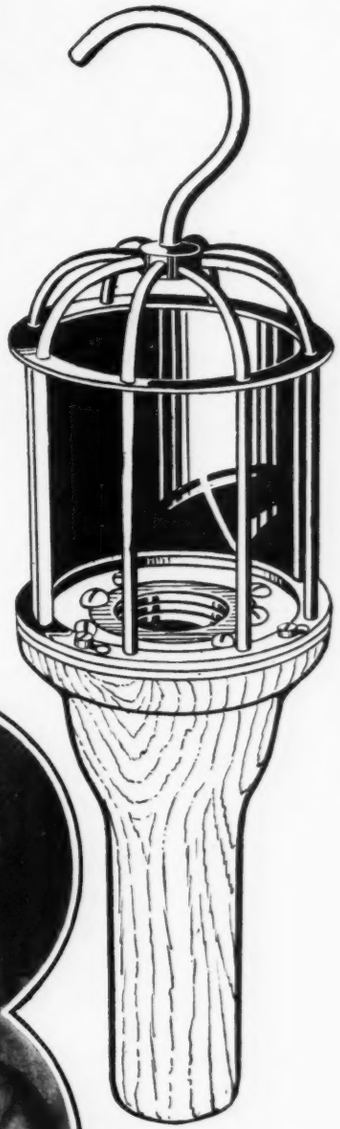
Youngstown Sheet & Tube Co. .....Inside back cover

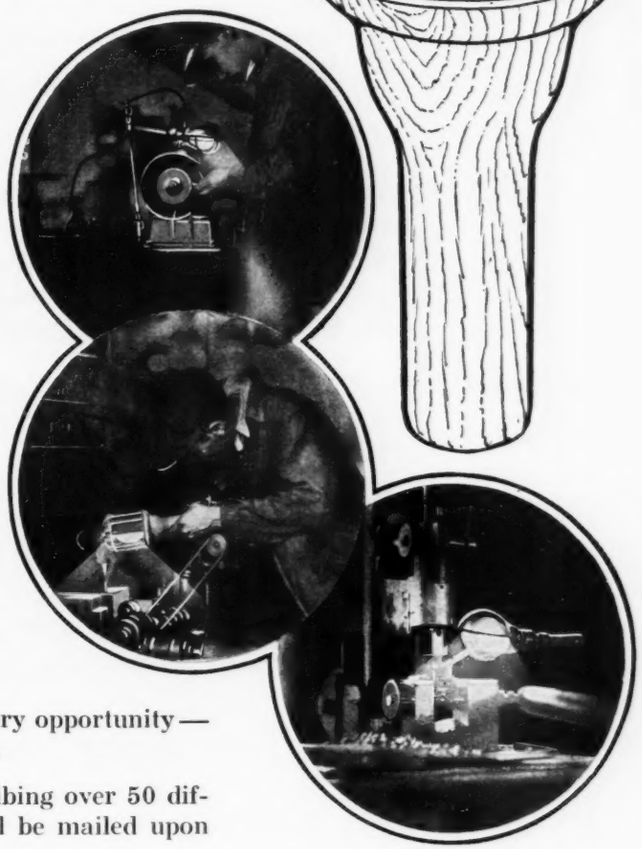
FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

How Many Dealers In Your Territory Are Selling the Idea of Directed and Protected Light?



Every machine shop, every manufacturing plant, every garage, in your territory has men who are working day in and day out without the benefits of **directed** and **protected** light. These places of business are prospects for McGill guards. They are **your** prospects.

One mistake charged to poor lighting will buy McGill guards for a hundred tool and die departments. A garage that tries to work without portable lamp guards is bound to lose a lot of money on lowered efficiency of the workmen, poor workmanship, dissatisfied customers and delay. Protected light pays for itself in every field of business.



The pictures at the right show some of the uses of protected and directed light. In the first picture the man is doing a faster and more accurate job of grinding because he has the light where he wants it. In the second picture, with the use of a McGill Portable Guard, the mechanic is using directed and protected light to make a speedy adjustment of his machine. In the third picture precision drilling is insured by a light that is thrown on the work instead of in the worker's eyes.

Talk **protected** and **directed** light at every opportunity—it will help you increase sales and profits.

Our new catalog illustrating and describing over 50 different types of McGill Lamp Guards will be mailed upon request.

Levolier
Pull Sockets
Bracket Sockets
Candle Pull Sockets
Fixture Switches
Conduit Box Switches
Link Switches
Twi-Lite Switches
Twi-Lite Clusters

McGILL
MANUFACTURING CO.
Electrical Specialties of Quality
ESTABLISHED 1904
VALPARAISO · INDIANA

Wire Lamp Guards
Portable Lamp Guards
Wall Guards
Coloring Fluid
Soldering Fluxes
Lamp Changers

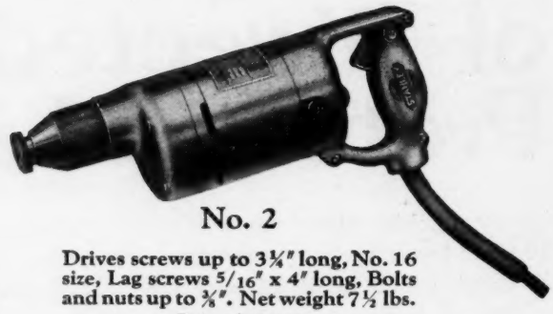
FOUNDED ON THE BELIEF THAT THE SALESMAN OF THE WHOLESALER IS THE MOST IMPORTANT MAN IN THE INDUSTRY.

New Stanley Electric Tools

No. 1

Drives screws up to 2″ long, No. 12 size. Net weight 6¼ lbs.

Price $48.00



No. 2

Drives screws up to 3¼″ long, No. 16 size, Lag screws 5/16″ x 4″ long, Bolts and nuts up to ⅜″. Net weight 7½ lbs.

Price $68.00

The smooth, compact construction of Stanley Electric Drills is retained in these new Screw Drivers. They have plenty of reserve power to take care of any job within their rated capacity. Note the light weight.

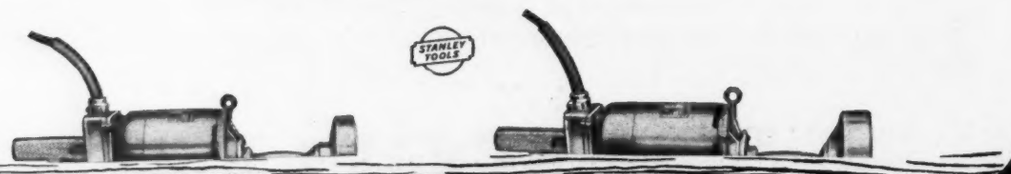
The positive clutch in the spindle disengages immediately when the forward pressure is released. Universal motors. Ball Bearings. All the distinctive features which have characterized Stanley Electric Drills.

A full line of Screw Driver Bits and Sockets can be furnished for use in these tools.

Send for full information on these improved Screw Drivers. Also ask for new Electric Tool Catalog No. S59s, describing the full line.

The Stanley Rule & Level Plant
New Britain, Conn.

More to Come



STANLEY TOOLS
THE CHOICE OF MOST MECHANICS

NOV -1 1934

The Fisher Building, Detroit, Michigan, another large building where Youngstown-Buckeye Conduit was used to protect the electrical wiring.

Architect
ALBERT KAHN, INC.

General Contractor
H. G. CHRISTMAN-BURKE CO.

Electrical Contractor
J. LIVINGSTON CO.

Youngstown Buckeye Conduit furnished by
THE GRAYBAR ELECTRIC COMPANY

Selling Time That is All Productive

WITH Youngstown Buckeye Conduit the pre-selling has been done, enabling the salesman to devote all of his time to productive selling. He need waste no time on missionary work—in elementary explanations of what the product is, who makes it, or how widely it is used. His prospects all know of Youngstown Buckeye Conduit, with the result that his selling job is easier and he is able to see more prospects and close more sales.

Experience has proved that the jobber's salesman who conscientiously devotes his time to Youngstown Buckeye Conduit quickly builds up a large customer list and develops a steady repeat volume of business.

THE YOUNGSTOWN SHEET AND TUBE COMPANY

One of the oldest manufacturers of copper steel, under the well-known and established trade name "Copperoid"

General Offices—YOUNGSTOWN, OHIO

DISTRICT SALES OFFICES

ATLANTA—Healey Bldg.
BOSTON—80 Federal St.
BUFFALO—Liberty Bank Bldg.
CHICAGO—Conway Bldg.
CINCINNATI—Union Trust Bldg.
CLEVELAND—Union Trust Bldg.
DALLAS—Magnolia Bldg.
DENVER—Continental Oil Bldg.
DETROIT—Fisher Bldg.
KANSAS CITY, MO.—Commerce Bldg.
MEMPHIS—P. O. Box 462
MINNEAPOLIS—Andrus Bldg.
NEW ORLEANS—Hibernia Bldg.
NEW YORK—30 Church St.
PITTSBURGH—Oliver Bldg.
PHILADELPHIA—Franklin Trust Bldg.
SAN FRANCISCO—55 New Montgomery St.
SEATTLE—Central Bldg.
ST. LOUIS—Shell Bldg., 13th and Locust Sts.
YOUNGSTOWN—Stambaugh Bldg.

LONDON REPRESENTATIVE—The Youngstown Steel Products Co., Dashwood House, Old Broad St., London, E. C. England

YOUNGSTOWN

"GALVANIZED SHEETS PROTECT" .. .. "SAVE WITH STEEL"

thanks

A Note To Our Jobber Friends And Their Salesmen

Another year of profound faith in the true value of distributing illuminating glassware through electrical jobbers has again brought the handsome reward of increased sales.

The Inland Glass Works extends its thanks to jobbers and their salesmen for the splendid co-operation they have given. The results show conclusively that our Jobbers have been a vital cog in the sales development and distribution of our illuminating glassware during the past year.

The Inland Company has long been an advocate of a strict "Jobber Policy" and it must be gratifying to those engaged in this work to know that their efforts have been in a large measure responsible for a volume of business that has kept the plant operating at capacity for many months.

The coming year shows even greater promise of continued good business. New Inland units combining unusual design and attractive decoration are now ready for production. These new units will open new avenues of glassware sales and those handling the Inland line will, we are confident, experience very gratifying results during 1930.

With a steadfast faith in the power of *Clean* co-operation to bring satisfying results we again extend our thanks and wish you every success during the new year which we are now approaching.

Sincerely yours,

INLAND GLASS WORKS, INC.

6101 W. 65th Street **Chicago, Illinois**

Inland

THE LARGEST IN THE MIDDLE WEST